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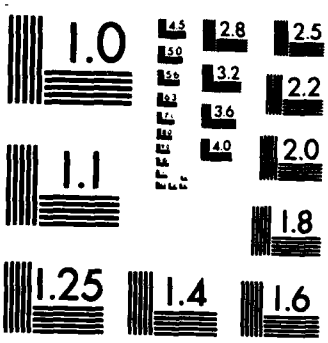

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Youth Attitude Tracking Study

Fall 1980

A Report Prepared for:
The Department of Defense

Prepared by:

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of
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1750 K Street, N. W.
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The Youth Attitude Tracking Study (YATS) is a telephone interview survey in which respondents are selected by random digit dialing. It is a component of the Joint Market Research Program, contributing to recruiting policy formation and the development of recruiting strategies. In 1983, YATS underwent a reconfiguration and was renamed YATS II. Initiated in 1975, it tracks the self-reported attitudes perceptions, and pre-enlistment behavior of non-military 16 to 21 year olds with respect to future service in the military for both active and reserve duty. Respondents are categorized into two groups: those with a negative propensity to enlist in the active military and those with a positive propensity. Negative propensity individuals stated in the survey that they would definitely or probably not enlist or did not indicate. Positive propensity individuals said they would definitely or probably enlist. YATS includes advertising awareness, contact with recruiters, and knowledge of the financial incentives for enlisting. YATS also provides time series data about the propensity of young men and women to enlist in the military. Through the Spring of 1980, males only

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were tracked on a semi-annual basis. Beginning with the Fall 1980 survey, the sample size was doubled to include females. Subsequent surveys have been conducted annually and include cross-sectional samples of both sexes.

The 1980 YATS conducted 5217 interviews with young males in the Spring. In Fall 1980, YATS included females for the first time, interviewing 5111 males and 5252 females in that wave. The Spring wave marked a significant reversal of the downward trend in propensity observed across the first eight waves of the study. The Spring 1980 data supported the hypothesis of an inverse relationship between propensity and employment and job market perceptions. It also revealed a significant positive shift in the collective perceptions and attitudes of 16 to 21 year old males towards a draft registration. Again in the Fall 1980 wave an interest in military service appears to be linked to young peoples' reported employment and job market perception. This is the Fall study.

TABLE OF CONTENTS

TABLE OF CONTENTS (Continued)

MALES

TABLE OF CONTENTS (Continued)

MALES

FEMALES

TABLE OF CONTENTS (Continued)

FEMALES

INTRODUCTION

INTRODUCTION

This report covers the eleventh wave of the Youth Attitude Tracking Study. The rationale for conducting this study as well as the survey design and objectives are described in the Introduction to the report of the first wave (Fall 1975). For the reader's convenience, the following comments about the study's background and objectives are reprinted from that report.

Background and Objectives

There are a number of factors that are related to a young person's decision to enlist in a military service. Factors such as national unemployment and regional cultural environments can have a strong bearing upon enlistment. Other factors related to enlistment behavior include youth's general attitudes concerning military service and their awareness of the opportunities provided by the services. These factors, especially awareness, are influenced largely by promotion and advertising as well as the many activities of service recruiters. Youth's attitudes and awareness also reflect the impact of various other influencers such as their peers, parents and family, teachers, coaches, counselors, and ex-service personnel.

General attitudes concerning military service can change over time partially because the potential market of 16 to 21 year old youth changes every year as new youth enter and older ones leave this age bracket. The outcome of recruiting efforts can be influenced by altering military service attributes such as salaries, bonuses, training options, length of service, education benefits and so on. The military services can also directly influence the propensity to serve through increasing awareness of these attributes and by improving attitudes by means of promotion, advertising and recruiter efforts. Indirectly, improved awareness and attitudes can also be achieved by improving the awareness and attitudes of the influencers of potential enlistment prospects.

In order to compete effectively in the youth labor market, the Department of Defense has a continuing need to obtain current attitudinal information concerning the nation's youth. The principal purpose of this survey, therefore, is to provide the Department and the services with valid, timely, and usable data concerning the youth labor market on a continuing tracking basis. Through the Spring of 1980, males only were tracked on a semi-annual basis. Beginning with the Fall 1980 survey, the sample size has been doubled to include females. Subsequent surveys will be conducted annually and will include both sexes. This survey deals with propensity to serve in the military, effectiveness of advertising and recruiting efforts, impact of influencers, importance and achievability of certain job attributes, and characterizations of youth by such factors as their demographics.

The information gathered in each of the 11 waves of this study has three fundamental objectives. The first objective is to gather information that has common utility for all the military services.

Secondly, 26 special recruiting areas have been isolated throughout the country so that special analyses can be performed on each of them. These areas, referred to as Tracking Areas, comprise one or more geographic units of each of the services: Recruiting Detachments or Squadrons (Air Force), District Recruiting Commands (Army), Recruiting Stations (Marine Corps), and Recruiting Districts (Navy). Each service is able to track the study variables over time within the geographic areas defined by recruiting boundaries of each service.

Thirdly, the study is designed to provide observations over time so that changes in attitudes and behavior can be detected and appraised, and recruiting strategies modified accordingly.

Study Design

As in each of the previous waves, the survey sample included 16 to 21 year-olds who do not have prior or current military involvement and who are not beyond their second year of college. In the Fall 1980 wave, a total of 10,363 interviews were completed 5,111 with males and 5,252 with females.

The survey employed telephone interviewing. Respondents were selected on the basis of randomly-generated telephone numbers Approximately 200 interviews with members of each sex were completed in each of the 26 tracking areas. These geographic areas account for 100% of the "military available" population in the continental U.S. Thus, the study provides statistically valid samples for each tracking area and allows computation of total U.S. estimates for both male and female youth.

The 26 tracking areas are as follows:

- New York City
- Albany/Buffalo
- Harrisburg
- Washington, D.C.
- Florida
- Alabama/Mississippi/Tennessee
- Ohio
- Michigan/Indiana
- Chicago

- Minnesota/Nebraska/North Dakota/South Dakota
- Texas
- Southern California/Arizona
- Northern California
- Philadelphia
- Boston
- Pittsburgh
- Richmond/North Carolina
- South Carolina/Georgia
- New Orleans
- Arkansas
- Kentucky
- Des Moines
- Wisconsin
- New Mexico/Colorado/Wyoming
- Washington/Oregon
- Kansas City/Oklahoma

In the first two waves of the study (Fall 1975 and Spring 1976), only the first 13 tracking areas (New York City to Northern California) were studied independently. The remainder of the country was treated as one area and was referred to as "balance of the country."

Detailed tabulations referred to in this report are given in five volumes. Volumes 1 and 2, which constitute most of the analyses reported in this study, contain both Fall 1979 and Fall 1980 data for those questions which were the same in both waves.

In the longitudinal analyses, only comparisons among males are possible. The five volumes of tabulations for males and five separate ones for females are as follows:

Volume 1: By Individual Tracking Area

Volume 2: By Enlistment Propensity Toward Active Duty in the Air Force, Army, Marine Corps, Navy and Coast Guard

Volume 3: By Schooling Status and Grades in High School

Volume 4: By Age, Race and Quality Groups

Volume 5: By Enlistment Propensity Toward Reserves and the National Guard and by Pro-Military Index

Contrasts by sex are discussed in the Executive Summary.

The interviewing for this wave took place between October 17 and December 10, 1980.

Content of the Interview

The interview focused on the following areas of information:

(1) Respondent demographics

- Age
- Sex
- Marital status
- Racial/ethnic affiliation
- Education
- Employment

(2) Propensity to enlist in the military and stated reasons against enlisting

(3) Nature and outcome of recruiter contact

(4) Information-seeking activities about enlistment involving self, recruiters, and other influencers

(5) Conversations with certain influencers about serving in the military

(6) Assessment of the importance of job characteristics and their perceived attainability in the military

(7) Assessment of advertising recall and slogan identification

(8) Attitudes toward draft registration

(9) Knowledge of financial benefits

The study design permits the inclusion of new elements and the deletion or modification of others from time to time, as the information needs of the Department of Defense and the services change. The current survey has several such changes.

On both the male and female questionnaires, three job characteristics were deleted from the lists of qualities describing civilian jobs and differences between military and civilian jobs: "doing something for your country", "adventure and excitement," and "recognition and status." Six new characteristics were added to both lists: "provides money for educations," "is a career you can be proud of," "provides medical and dental benefits," "trains you for leadership," "provides men and women equal pay and opportunity," and "opportunity for advancement."

The questions on possible mandatory draft registration were rephrased from the conditional to reflect legislative reinstatement of registration. In addition, two factual questions were included

about possible enlistment?"). These obviously had to be re-worded to make them suitable for the females; e.g., "Have you talked with your husband or boyfriend about possible enlistment?"

Females (but not males) were asked about their level of interest in six kinds of non-combat, "support" roles commonly filled in the military: computer technician, secretary, air traffic controller, draftsman, security guard, and medical technician. On the issue of draft registration, females were asked their attitudes toward possibly having to register sometime in the future, and whether or not mandatory registration would induce them to consider joining one of the active duty services. Unlike the males, females were not asked their opinion about requiring a mental and physical examination as part of the registration procedure.

In all other respects the male and female questionnaires were identical.

Analytic Comments

The following important analytic comments are reprinted from previous reports.

In such a large study, many results are likely to appear which are due solely to chance or sampling variance. In order to minimize the effect of such spurious findings, this report delineates results which are unlikely to be due to chance or sample idiosyncrasies. Specifically, when the report indicates that a finding is significant, this means that there is less than a five percent likelihood that such a result would occur solely due to chance.

in the latest survey to ascertain whether the respondent did, in fact, have to register for the draft and whether he requested information about enlistment while registering. One new attitudinal question was asked about a possible mental and physical examination requirement as part of the registration.

In previous waves, the effect of different enlistment incentives on propensity was examined. In the Fall 1980 wave, this set of questions was replaced with questions pertaining to the respondent's knowledge of starting pay enlistment cash bonuses, and post-service education benefits.

For respondents indicating a positive propensity to serve in an active branch of the military, three new follow-up questions were included to determine how likely they are to serve, when they expect to join, and whether they think they would enter as an enlistee or officer.

The only other change involved expanding the acceptable list of technical courses successfully completed in high school. Previously, only the following math courses were considered: elementary and intermediate algebra, plane geometry, and trigonometry. These courses are used in the computation of the quality index. Added to this list were business math, computer science, calculus, and physics. In order to maintain continuity with previous waves these additional courses are not used in computing the quality index.

With respect to questions and format, the main innovation in the Fall survey was the adoption of a separate questionnaire form for the females interviewed. In most ways, the two schedules were the same. However, since some of the questions asked were sex-specific, (e.g., "Have you talked with your wife or girlfriend

The use of stratified sampling in this study necessitates that respondents be weighted unequally. Accordingly, it is not correct to assess standard errors by methods which would be appropriate with unweighted data. When the correct procedures are applied, standard errors average 10% greater than those obtained by applying the procedures ordinarily used with unweighted data. Hence critical values for statistical significance were adjusted upwards by 10% in tests of significance on the national sample (See Appendix I).

Finally, the primary focus of the analysis is Fall-to-Fall changes in key measures. Nevertheless, the reader should review the previous ten reports in order to understand the pattern of the data over the full 5½ year period in which this study has been conducted.

Sections I-VI constitute the male sample report; sections VII-XII detail the results from the sample of females. Highlights from both parts are contained in the Executive Summary.

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

Introduction

This is a report of the eleventh wave (Fall 1980) of the Youth Attitude Tracking Study. This study was initiated in Fall 1975 and is a cross-sectional tracking of youth attitudes, perceptions, and behavior with respect to serving in the military. This wave marks the first time that 16 to 21 year old females have been included. The attitudinal and behavioral data discussed in this report are based on 5,111 randomly selected males and 5,252 females between the ages of 16 and 21. As in each earlier wave, the data were collected in an approximately 30-minute telephone interview. The sample was stratified in terms of 26 geographical areas (tracking areas) encompassing the Continental U.S. Approximately 200 interviews were conducted in each area.

Major Conclusions of the Male Study

As reported in the Spring 1980 report, the Spring 1980 data revealed a marked reversal in the downward trend in propensity observed across the first three years of the study (Fall 1975 to Spring 1979). This positive shift in propensity appeared to reflect the increasingly more positive attitude of society toward the military. The Fall 1980 propensity figures, while generally higher than the Fall 1979 data, are significantly lower than the corresponding Spring 1980 figures in all but two cases (i.e., Air Force and top-of-mind intention to enlist). Whether the Fall 1980 data, therefore, represent the beginning of a new negative trend or simply a leveling-off of the recent positive movement of propensity cannot as yet be determined.

Interest in military service appears to be linked to young men's reported employment and job market perceptions. That is, positive propensity tends to increase when reported levels of these employment variables decrease. The Fall 1980 levels of reported employment and job market perceptions are significantly lower than the Fall 1979 figures. While the current directionality of propensity may be uncertain, the national economy appears to be creating a more favorable climate for the Services.

The Fall 1980 wave also reveals the continuation of a significant positive shift in the perceptions and attitudes of 16 to 21 year old males as a group towards a draft registration.

National Trends in Propensity - Males

In Fall 1980, 30.0% of the male respondents expressed positive propensity for one or more of the active duty Services. This is a statistically significant increase from Fall 1979 (27.6%), but is lower than the Spring 1980 wave (32.8%). Top-of-the-mind mention of plans to enter military services increased from Fall 1979 (5.0% to 5.7%). This change is also statistically significant. (The reader is reminded that statistical significance does not necessarily imply practical significance, which is always a matter of interpretation.)

The propensity data for the six Fall waves are summarized below. The Services are rank ordered in terms of expressed positive propensity.+ The order has remained constant across eleven waves of the study.

+Positive propensity respondents are those reporting that they are either definitely likely or probably likely to be serving in the military in the next few years.

National Trends in Positive Propensity

	Fall '75 %	Fall '76 %	Fall '77 %	Fall '78 %	Fall '79 %	Fall '80 %	Fall '79-Fall '80 Differences %	Percent Change Fall '75-Fall '80**
Air Force	20.4	17.9	15.7	15.6	15.3	18.6	+3.3*	-9%
Navy	19.6	16.5	15.5	14.4	13.4	13.1	-0.3	-33%
Army	18.4	14.5	12.7	11.8	11.8	13.0	+1.2	-29%
Marine Corps	14.9	12.4	11.0	10.0	10.0	10.8	+0.8	-27%
Any Active Duty Service	31.2	26.4	29.9	28.2	27.6	30.0	+2.4*	- 4%

*The differences shown are statistically significant at the .95 level of confidence.

**Represents the Fall '75 - Fall '80 difference as a percentage of the Fall '75 figure.

In each wave of this study, a number of behavioral and demographic variables have discriminated between individuals who express positive propensity and those who express negative propensity. These variables have helped to partially explain

the observed changes in the propensity measure. In the Fall 1980 wave, the levels of the following key variables changed significantly from Fall 1979:

Increased Significantly	Decreased Significantly
• Reported unemployed and looking for a job	• Reported employment
• Reported recruiter contact; any service past 6 months	
• Reported recruiter contact with Marine Corps	
• Talked with girlfriend or wife about enlisting	
• Talked with one or both parents about enlisting	
• Talked with teacher or guidance counselor about enlisting	
• Took military aptitude test in high school	

The changes in these variables suggest a more favorable recruiting environment.

Differences by Tracking Areas - Males

As in previous waves, the Southern region continues to be the strongest recruiting markets for male enlistees. South Carolina/Georgia appears to be particularly good. The weakest tracking areas tend to be in the industrial northern markets, especially New York City. There has been little change in the strong and weak tracking areas over time.

Attitudes and Perceptions with Respect to Job Characteristics - Males

The military Service must be perceived as encompassing valued job characteristics if the Services are to compete effectively with other sectors of the economy for manpower. This study has tracked the value young men attach to various job characteristics and their perceptions with respect to whether these job attributes can be more readily achieved in military Service or in a civilian job. The Fall 1980 results are summarized below.

Positive propensity men value these job attributes most:

- Enjoy your job
- Good income
- Job security
- Teaches valuable trade/skill
- Opportunity for good family life
- Developing your potential
- Opportunity for advancement

but, they perceive the following job attributes to be more achievable in a civilian job:

- Enjoy your job
- Good income
- Opportunity for good family life

These three attributes represent advertising and recruiting opportunities for the Services.

Negative propensity men value these job attributes the most:

- Job Security
- Enjoy your job
- Good income
- Opportunity for advancement
- Developing your potential
- Opportunity for good family life
- Employer treats you well

and they perceive all but "job security" to be more achievable in a civilian job. Over time, these attitudes and perceptions have remained fairly constant. Communications that address these attributes would help to increase the appeal of military service among negative propensity men.

Active Duty Positive Propensity Male Target Market Profile

The demographic, attitudinal, and behavioral profile of the positive propensity male has not changed since the first wave of this study. He can be described in contrast to his negative propensity peers, as:

- Younger
- More likely to be non-white
- More likely to be Hispanic
- More likely to be unemployed
- Less educated
- Having a less educated father

- Having lower values on the Quality Index (a measure of educational ability)
- Believing that the military is relatively more likely to enable him to achieve certain job characteristics
- Feeling more favorable about enlisting after talking to a Service recruiter
- Having had recruiter contact
- Having sought information about the military by mail or by phone
- Having discussed entering the military with parents, friends, teachers or guidance counselors
- Having positive propensity for more than one Service
- Having taken an aptitude or career guidance test in high school given by the Armed Services

The findings from this series of studies suggest that the four active duty Services appear to be drawing from a common pool of military available males, rather than from distinct segments of this population. Differences between propensity groups with respect to demographics, perceptions and attitudes are general rather than Service specific. In many cases the Service are appealing to the same individuals. This is reflected in the fact that over one-half of the positive propensity individuals in each wave of this study express positive propensity for two or more Services.

These findings suggest, therefore, that the enlistment decision may be a two-step process. First the individual decides upon the military and then chooses among the different Services.

Advertising Awareness - Males

Since the Spring 1977 wave, this study has tracked awareness of Service advertising. During this time, reported awareness has increased significantly. In the Spring 1977 wave, only one-half of the respondents could remember seeing or hearing Service advertising. Presently, this figure ranges from two-thirds to four-out-of-five respondents. However, since Fall 1979, awareness of Service advertising appears to have levelled off, except for the Joint Services campaign.

Percent Aware of Advertising by Source

Advertising Source	Spring '77 %	Fall '77 %	Spring '78 %	Fall '78 %	Spring '79 %	Fall '79 %	Spring '80 %	Fall '80 %	Fall '79-Fall '80 Difference %	Percent Change Spring '77 Fall '80 %
Army	56.0	64.4	66.3	70.4	74.0	78.1	80.8	77.3	-0.8	+38%**
Navy	55.3	62.0	58.1	63.9	71.5	73.6	70.3	70.4	-3.2*	+27%**
Marine Corps	52.1	63.0	59.9	65.1	66.0	69.6	70.6	70.4	+0.8	+35%**
Air Force	49.2	59.1	54.8	60.3	62.2	65.0	66.6	65.5	+0.5	+33%**
Joint Services	--	--	--	53.1	66.2	62.0	68.5	67.6	+5.6*	+27%***

*The differences shown are statistically significant at the .95 level of confidence.

**Represents the Spring '77 - Fall '80 difference as a percentage of the Spring '77 figure.

***Represents the Fall '78 - Fall '80 difference as a percentage of the Fall '78 figure, since no data were collected prior to Fall '78.

Prior to the Fall 1980 wave there had been a steady trend toward recall of messages about teaching/learning a trade and about educational benefits. This was viewed as a positive trend insofar as target market men value job characteristics that pertain to self-improvement. In the present wave this upward progression seems to have reached a plateau. Recall of educational benefits actually declined from the Fall 1979 and Spring 1980 waves.

Knowledge of Financial Benefits - Males

The Fall 1980 wave focused on young men's knowledge of the following:

- Educational assistance
- Starting pay for enlisted personnel
- Cash bonuses for enlisting

Target market male youth's knowledge of all three financial benefits is poor. Although virtually every respondent knew that the military offers post-Service educational assistance, few young men knew the details of these benefits. Specifically, respondents were presented with eight aspects of educational assistance and asked to indicate whether each was true of the military. Except for knowing that this assistance can be used for trade/vocational school and that there is a limit to this aid, young men knew little else about educational benefits.

Young men grossly underestimated the monthly starting pay for enlisted personnel. The average estimate was $315 - nearly $200 below the actual figure ($501).

Only one-in-three men knew that the military offers enlistment cash bonuses. Among young men who knew about enlistment cash bonuses, the average estimate was $1,225.

These relatively low levels of understanding of financial benefits offered by the Services suggest a possible serious weakness in recruiting communications.

Draft Registration Attitudes - Males

In the Spring 1979, Fall 1979, and Spring 1980 waves, respondents were asked a series of questions with respect to their perceptions regarding the need for a draft registration, the degree to which they favor or oppose registration, and the relative effect of a draft registration on their enlistment intentions. Since registration is now a reality, these questions had to be rewritten from the hypothetical to reflect this change. In addition, several new questions on the topic were added. These were: whether or not the respondent had to register; whether or not at the time of registration he requested information about enlistment; and his attitude toward requiring a mental and physical examination as part of the registration process.

The Fall 1980 wave shows that the perceptions and attitudes of young men towards a draft registration continue to grow more positive. Significant wave-to-wave increases occurred with respect to the proportion of young men who:

- Perceive a need for the draft registration
- Favor the draft registration

On the other hand, the proportion of young men who said that draft registration would make them more likely to consider enlisting declined from previous waves. This should not be interpreted as a negative finding. Rather, it most likely reflects the reality of draft registration and the realization that an actual draft is not imminent, as some might have thought.

Among respondents who registered, 13.9% said that they checked the box on the form to request enlistment information.

Approximately 60% of the male sample expressed a favorable attitude toward the idea of a mental and physical examination requirement in conjunction with draft registration.

Major Conclusions of the Female Study

The sample design and most of the interview questions were the same for both sexes. Since the Fall 1980 survey represents the baseline period for studying female perceptions of and attitudes toward military service, this part of the summary can only recapitulate cross-sectional results. Year-to-year changes on the measures will be discussed in future waves. Many of the patterns observed in analyzing the female sample were the same as uncovered in the male analysis, though the absolute levels on many variables were different. The concluding section of the summary will highlight the main contrasts by sex.

Propensity - Females

- Overall, 13.3% of the young women expressed positive propensity for one or more of the active duty Services.
- Approximately 5-10% expressed positive propensity for each of the four active duty services; the Air Force was the most often chosen (8.7%).
- Only 1.3% of the females made top-of-the-mind (unaided) mention of plans to enter the military.

These data suggest that the available pool of young women interested in military service is relatively small. When females with negative propensity were asked why they are not predisposed toward considering the military, most indicated that they had other plans or simply were not interested. Few named reasons intrinsic to military service.

Differences By Tracking Areas - Females

Female interviews were conducted in the same 26 geographical "tracking areas" as used in the male portion of the study. Approximately 200 female interviews were completed in each tracking area. Such an analysis can provide clues as to why respondents in certain areas show weaker interest in military enlistment than those in other regions.

The tracking areas showing consistent strength in terms of female recruiting opportunities were:

- Florida
- New Mexico/Colorado/Wyoming

Texas was also above average in all categories.

Tracking areas exhibiting consistently low propensity rates were all located in the Northeast and Midwest.

- New York City
- Ohio
- Michigan/Indiana
- Philadelphia
- Pittsburgh
- Des Moines

Attitudes and Perceptions with Respect to Job Characteristics-Females

As in the male survey, a list of valued job characteristics was included in the female interviews to ascertain (1) their perceived importance and (2) respondent perceptions of relative likelihood of attainability in civilian work versus military service. The results were as follows:

Positive propensity women value these attributes most:

- Enjoy your job
- Good income
- Job security
- Teaches valuable trade/skill
- Employer treats you well
- Provides men and women equal pay/ opportunity

"Employer treats you well" was regarded by positive propensity females to be more achievable in a civilian job. "Job security," "teaches valuable trade/skill," and "provides men and women equal opportunity" were seen as more achievable in the military. All the other attributes in the above list were viewed as equally achievable in military or civilian work.

Negative propensity women value these attributes the most:

- Enjoy your job
- Job security
- Employer treats you well

- Good income
- Developing your potential
- Opportunity for advancement
- Provides men and women equal pay/opportunity

Only "job security" and "provides men and women equal pay/ opportunity" were seen by negative propensity females as more achievable in the military. "Developing your potential" and "opportunity for advancement" were each viewed as equally achievable in civilian or military work. The remainder were regarded as more achievable in civilian employment.

Active Duty Positive Propensity Female Target Market Profile

The young women with positive propensity for an active duty Service can be described in contrast to their negative propensity counterparts as:

- Younger
- More likely to be non-white
- More likely to be Hispanic
- More likely to be unemployed
- Less educated
- Having a less educated father
- Having lower values on the Quality Index (a measure of educational ability)
- Believing that the military is relatively more likely than civilian employment to enable them to achieve certain job characteristics
- More likely to be interested in a career as a medical technician, computer technician, air traffic controller, security guard, and draftsman
- More likely to have talked with parents, friends who are/were in the Service, a boyfriend/husband, and a teacher or counselor about military service

- More likely to have solicited information about the military by phone or by mail

- More likely to have taken a career guidance test for the military, and more likely to have taken the Armed Services aptitude test in high school

- More likely to have had contact with a Service recruiter

- More likely to have felt more favorable about enlisting after talking to a recruiter

Advertising Awareness - Females

Future waves of this study will report changes in advertising awareness among females. Since this is the first female survey in this series, only current levels of recognition can be presented. The following constitute the key findings:

- Between 58% and 74% could recall specific advertising copy of the five campaigns (Air Force, Army, Navy, Marines, and Joint Services); recall of Army advertising was higher than the others.

- Considering the advertising campaigns as a whole, the following copy points were recalled most often:

  - Want you to join/enlist;
  - Teaching/learning a trade; and
  - Educational benefits.

- The two most often correctly identified advertising slogans were: "Join the people who've joined the Army," and "The few, the proud, the Marines."

Knowledge of Financial Benefits - Females

Like the males, females were asked questions about

- Knowledge of educational assistance
- Starting pay for enlisted personnel
- Cash bonuses for enlisting

The majority were aware that the services offer educational benefits after leaving the military, knew that post-Service educational benefits can be used for trade/vocational school, and that there is a limit to this assistance. They were less knowledgeable about other details of this program.

Awareness of starting pay was poor, as most females severely underestimated the actual figure. Nearly half thought that new enlistees receive less than $75 per month. Coupled with the finding that 18% said they were more likely to join after being informed of the actual starting pay, correcting these misconceptions appears to be an obvious strategy for recruitment advertising.

Fewer than one-third of the female respondents were aware that the military offers cash bonuses for enlisting. Among those who knew about the enlistment bonus, most underestimated its actual value. This finding reinforces the conclusion that communications about military pay and benefits could be improved, and given the low levels of knowledge in this area, it could well have a productive effect on increasing enlistments.

Draft Registration Attitudes - Females

The sample of females were asked their opinions about:

- The need for male registration to ensure a strong national defense.
- How they would feel, if required to register.
- Whether having to register would make them more or less likely to consider joining an active duty military service.

While a majority of young women agreed that registering males is necessary for a strong defense (55.8%), only about one-quarter (26.0%) would be in favor of registering, if required, while 55.3% would be opposed -- most of them strongly against it. Furthermore, in terms of the effect of required registration on enlistment, a greater number said that registration would make them less rather than more likely to enlist.

Male-Female Contrasts

In most respects, the Fall 1980 findings of the female survey paralleled the results from the male survey in terms of the factors which differentiate positive from negative propensity respondents. This section concentrates on presenting the exceptions and noting where positive propensity men and women differ sharply in absolute levels on the common measures, as well as where negative propensity men and women differ.

Females are much less inclined than males to be considering serving in the Armed Forces. In general, the social-psychological and demographic profile of positive propensity females is very similar to the males who are considering the military. Yet, relative to their negative propensity peers, the positive propensity females are even more likely to be non-white and of low socio-economic status than when one compares positive and negative propensity males.

Attitudinally, positive propensity women rate the importance of a good family life lower than positive propensity males. They also value equal opportunity more than positive propensity men, and they see it as more likely in military vs. civilian employment. Moreover, unlike males, positive propensity females see a good income as equally obtainable in the military as in civilian employment. While good income is just as desirable an attribute for positive propensity men, they, in contrast to the females, view it as more achievable outside the military. Given their respective goals and perceptions, positive propensity females apparently see greater relative advantages in military versus civilian work than their male counterparts.

Behaviorally, females considering military service are less likely than similarly inclined males to have had recruiter contact. Moreover, females are also less likely to have sought most other, non-recruiter sources of information and advice about opportunities in the Armed Services. The same is true for comparisons between negative propensity males and females.

Negative propensity females are somewhat more likely than negative propensity males to be black. They are less likely to be students or to have had 1-2 years of college than males. On the average, their fathers completed slightly less education too. Their high school curriculum is/was less likely to be college preparatory or vocational, but more likely to be commercial/business than the males. They are more likely to have received A's and B's and to have taken business math than males. On the other hand, males are more likely to have taken computer science, calculus, and physics, respectively, in high school than their female counterparts. On the average, negative propensity females score lower on the Quality Index than negative propensity males.

Attitudinally, negative propensity females differ sharply from negative propensity males on only one job characteristic -- "provides men and women equal pay/opportunity" -- which they rate higher in importance than do the males. They rate the following slightly higher than the males: "employer treats you well," "a career you can be proud of," "provides medical/dental benefits," "provides money for education," "enjoy your job," and "developing your potential." Interestingly, negative propensity females see each job characteristic as relatively more attainable in the military than do the negative propensity males. This finding suggests that, all else being equal, negative propensity females should be easier for the military to recruit than negative propensity males.

Comparing all males and females, recall of advertising copy from the recruitment campaigns was quite similar among males and females in terms of which copy points were remembered more than others. The males, however, displayed somewhat higher levels of recall on many of the prominent copy points, compared to the females. Army advertising stood out relative to the other Services' campaigns much more among females than among males.

Although the rank order of specific content recalled was basically the same among males and females, males more often mentioned action scenes of troops with weapons and other equipment, and other images suggesting adventure. Females more often than males mentioned the simple appeal to join as what they remembered about the advertising.

Knowledge of financial benefits, while well below the actual figures among both sexes, was even poorer among young women. Their average estimate of the enlistment bonus was about $300 lower than the average male estimate, and their estimate of an enlistee's starting salary was about $50 less, on the average, than the males'.

Attitudes toward draft registration also evoked several contrasts between males and females. On the need for male registration to ensure a strong national defense, majorities of both young men and young women agreed with it; however, in the aggregate, males manifested much stronger agreement than females. An even sharper contrast was evident on the question of one's personal feelings about having to register: here, despite some disagreement, young men were inclined to favor registration, while young women, though not presently required to register, would be clearly opposed to it, should mandatory registration be applied to them in the future.

Recruitment Strategy Implications

The findings of each wave of this study have revealed aspects of the military's recruiting effort that warrant attention. For instance, past reports have discussed such things as studying the role that influencers play in the enlistment decision-making process and possible changes in enlistment incentives. In the Fall 1980 wave, three key issues appear to have implications for recruitment strategy. These are:

- Perceptions of services
- Positioning of the "military job" for females
- Financial benefits

The strategies pertaining to perceptions of services were discussed earlier (see the discussion of job attributes). The remaining two areas of implications warrant further comment.

1. Positioning of the "Military Job" for Females

The appeal of military service is greatest among those men and women who are the least employable in the civilian sector. Both sexes appear to be attracted to the military for the skill training they can receive--training that will make them more employable in the civilian sector. The positive propensity woman, compared to her male counterpart, probably has fewer civilian sector alternatives that are economically superior to the military. That is, for a young woman with a high school education, the military is not only an opportunity to learn a skill or trade, but it also is a job that will give her income and opportunities that she might not otherwise receive. This is reflected in the following. Positive propensity women value good income

and a job that offers equal pay and opportunities to men and women. Moreover, they perceive the military as better enabling them to realize these job attributes.

It appears, therefore, that the Services have an opportunity with respect to recruiting women. Recruiting communications aimed at females should discuss the "military job" in terms of good pay and, in particular, the equal opportunities and pay afforded women in the military.

2. Financial Benefits

The use of financial benefits, especially post Service educational assistance, has been an integral part of the Services' efforts to recruit high quality men and women. For these benefits to be effective, they must be valued and perceived as available to those who enter military service. Analysis of various questions used in the survey has shown that target market youth value good income and educational benefits. It also has been shown that young men and women have a poor understanding of what the military offers with respect to these benefits. This is particularly true of educational assistance. At a time when Congress and the Services have been considering larger educational benefits, awareness of messages about educational assistance in service advertising has declined. Moreover, knowledge of the details of these benefits appears to be low. This suggests that recruiting communications efforts should be undertaken to correct this problem.

SECTION I

NATIONAL TRENDS - FALL 1979 TO FALL 1980

SECTION I

National Trends - Fall 1979 to Fall 1980

The criterion measure in this study is the rated likelihood of serving on active duty in each military service. This measure is referred to as enlistment propensity and is categorized as either being positive or negative. Section I is an examination of changes in propensity and the variables that are related to enlistment propensity. The principal time frame for the analysis is Fall 1979 to Fall 1980. Key national data from the previous ten waves also are shown in order to examine the pattern of these data over time.

The data reported in this section are based on total U.S. data obtained from twenty-six (26) tracking areas, first during Fall 1979 and again in Fall 1980. The data have been weighted. The rationale for weighting the data as well as the procedure used are described in Appendix III. The sampling is described in more detail in Appendix II.

1.1 Definition of Propensity

As an attitudinal measure, propensity summarizes the degree to which young men and women are predisposed to joining the military. Propensity is operationally defined as follows. Respondents are asked how likely they would be to serve in the military in the next few years. The question is repeated for each of the main active duty services plus the National Guard, Reserves, and Coast Guard. A 4-point scale of likelihood is used. Respondents were classified into either having positive propensity or negative propensity based on answering the question as follows:

Definitely Probably	→ Positive Propensity Group
Probably not Definitely not No answer	→ Negative Propensity Group

Throughout this series of reports reference is made to positive and negative propensity respondents, specifically, the sample of respondents is segmented into these two groups. Those in the positive propensity group are individuals who indicated positive propensity for <u>one or more of the four active duty services</u>. The negative propensity group is comprised of people who indicated negative propensity for <u>all four active duty services</u>.

1.2 Changes in Propensity: Fall 1979 to Fall 1980

Overall, 30.0% of the respondents interviewed in the Fall 1980 wave reported positive propensity for any active duty service. In the Fall 1979 wave this figure was 27.6%. This wave-to-wave difference is statistically significant.

With respect to positive propensity for each of the four active duty services, one statistically significant change occurred. Positive propensity for the Air force increased significantly. During the same Fall-to-Fall period, positive propensity for the Marine Corps and Navy remained unchanged. (See Figure 1.1).

Unaided mention of plans to enter military service (i.e., Pro-Military Index) increased significantly from Fall 1979 (5.0% vs. 5.8%). The index is based on asking respondents what they think they might be doing during the next few years. In previous waves of the study, fluctuations in the Pro-Military Index have paralleled changes in reported positive propensity. Hence, the correspondence between these two attitudinal measures of enlistment intentions appears to be continuing. Figure 1.2 illustrates the year-to-year levels of the Pro-Military Index.

The positive propensity data for each service and the Pro-Military Index data recorded in each of the 11 waves of this study are summarized in Table 1.1. As reported in the Spring of 1980 report, the Spring 1980 data revealed a marked reversal in the downward trend in propensity observed across the first three years of the study (Fall 1975 to Spring 1979). This positive shift in propensity appeared to reflect the increasingly more positive attitude of society toward the military; an attitude fostered in part by events in Afghanistan and Iran. The Fall 1980 propensity figures, while generally higher than the Fall 1979 data are significantly lower than the corresponding Spring 1980 figures in all but two cases (i.e., Air Force and Pro-Military Index). Whether the Fall 1980 data, therefore, represent the beginning of a new negative trend or simply a leveling-off of the recent positive movement of propensity will become obvious in future waves.

FIGURE 1.1

POSITIVE PROPENSITY TO SERVE IN SPECIFIC SERVICES

MALES

	%	Fall '79-'80 Change	Statistically Significant
Air Force			
Fall '75	20.4		
Fall '76	17.9		
Fall '77	15.7		
Fall '78	15.6		
Fall '79	15.3		
Fall '80	18.6	+3.3	Yes-higher
Army			
Fall '75	18.4		
Fall '76	14.5		
Fall '77	12.7		
Fall '78	11.8		
Fall '79	11.8		
Fall '80	13.0	+1.2	No
Marine Corps			
Fall '75	14.9		
Fall '76	12.4		
Fall '77	11.0		
Fall '78	10.0		
Fall '79	10.0		
Fall '80	10.8	+.8	No
Navy			
Fall '75	19.6		
Fall '76	16.5		
Fall '77	15.5		
Fall '78	14.4		
Fall '79	13.4		
Fall '80	13.1	-.3	No

Base: All Male Respondents

FIGURE 1.2

VOLUNTARY MENTIONS OF MILITARY SERVICE
AMONG PLANS FOR THE NEXT FEW YEARS

MALES

	%	Fall '79-'80 Change	Statistically Significant
Fall '75	8.9		
Fall '76	6.2		
Fall '77	5.5		
Fall '78	4.7		
Fall '79	5.0		
Fall '80	5.8	+.8	Yes-higher

Base: All Male Respondents

Source: Question 3i

TABLE 1.1

POSITIVE PROPENSITY TO SERVE IN SPECIFIC SERVICES AND UNAIDED MENTION OF PLANS TO ENTER THE MILITARY

MALES

	Fall '75 %	Spring '76 %	Fall '76 %	Spring '77 %	Fall '77 %	Spring '78 %	Fall '78 %	Spring '79 %	Fall '79 %	Spring '80 %	Fall '80 %
Air Force	20.4	17.5	17.9	15.7	15.7	17.0	15.6	14.0	15.3	18.3	18.6
Army	18.4	13.1	14.5	11.8	12.7	12.4	11.8	11.1	11.8	14.5	13.0
Marine Corps	14.9	11.8	12.4	10.7	11.0	11.4	10.0	9.5	10.0	12.1	10.8
Navy	19.6	16.4	16.5	15.2	15.5	15.2	14.4	13.5	13.4	15.8	13.1
Propensity for any active duty service	31.2	24.8	26.4	29.6	29.9	31.1	28.2	27.0	27.6	32.8	30.0
Unaided mention of plans to enter military (Pro-Military Index)	8.9	5.7	6.2	4.5	5.5	4.4	4.7	4.2	5.0	5.8	5.7
Base: *	(3176)	(3001)	(5475)	(5520)	(5284)	(3979)	(5199)	(5203)	(5187)	(5217)	(5108)

Source: Questions 3i and 5

*Bases reported for all tables in this report and all previous reports represent weighted bases.

1.3 Reasons for Not Serving in the Military

The group of young men who express negative propensity toward military service may offer some recruiting potential. Attracting this group requires an understanding of the attitudes underlying their negative propensity. With this in mind, negative propensity respondents were asked their reasons for not wanting to serve in the military. This question was first posed in the Spring 1980 wave.

The Fall 1980 data are summarized in Table 1.2. The following conclusions can be drawn:

1. The predominant reasons for not wanting to serve in the military are a general lack of interest and that the individual has other plans for the future.

2. Mentioned less often were specific negative perceptions of military service: inadequate pay, lack of personal freedom, and danger.

3. The pattern of responses is quite comparable to those recorded in the Spring 1980 wave. The main difference was a slightly greater number of negative perceptions of the military in the Spring.

TABLE 1.2

REASONS FOR NOT ENLISTING
IN THE MILITARY

MALES

Reasons Given	Spring '80 %	Fall '80 %	Spring '80-Fall '80 Change %	Statistically Significant
Don't want to serve in military; unspecified	26.0	32.3	+6.3	Yes-higher
Have plans for civilian job	31.0	28.3	-2.7	Yes-lower
Pay inadequate	3.8	3.4	-0.4	No
Lack of personal freedom	6.8	3.1	-3.7	Yes-lower
Danger/fear of injury	5.7	2.7	-3.0	Yes-lower
Negative military experience by father/friends	1.4	2.5	+1.1	Yes-higher
Have to make long-term commitment	-	1.6	+1.6	Yes-higher
Separation/being apart	5.1	1.5	-3.6	Yes-lower
Loss of status	2.4	1.3	-1.1	Yes-lower
Don't know enough about military life	-	1.2	+1.2	Yes-higher
Living conditions	0.7	0.6	-0.1	No
Don't know/no particular reason	17.0	21.6	+4.6	Yes-higher
Base: Negative Propensity Male Respondents	(3506)	(3465)		

Source: Question 5f

1.4 Changes in Variables Related to Propensity

The dynamics of propensity can be understood, in part, by observing the year-to-year levels of certain variables that have discriminated between positive and negative propensity groups throughout the 11 waves of the tracking study. These variables are:

- Contact with service recruiters
- Talked about enlistment with influential others
- Took Armed Forces aptitude test in school (ASVAB)

These variables and their Fall 1979 to Fall 1980 changes are presented in Table 1.3. The following conclusions can be drawn:

1. The proportion of young men who reported having had contact with service recruiters within the past half year increased significantly from Fall to Fall. Recalled recruiter contact with any service over a longer period of time, however, did not change. Approximately one-half of the young men interviewed reported that they had been in contact with service recruiters at some time in the past. Figures 1.3 and 1.4 summarize the recruiter contact data over the 11 waves of the study. From Fall 1975 to Fall 1980, recalled recruiter contact within the past five to six months has increased. The change, however, is not statistically significant. Recalled recruiter contact with any service over a longer period of time has remained unchanged.

2. Recalled incidence of contact with Marine Corps recruiters increased significantly from year to year. The comparable figures for the other three services, however, remained unchanged. As shown in Figures 1.5 to 1.8, this measure has decreased significantly over time for each service except the Marine Corps.

3. The reported incidences of talking to influential others -- parents, girlfriends and spouses, teachers and counselors -- about enlisting increased significantly from Fall to Fall. The reported incidence of talking to friends with military experience about enlisting, however, remained unchanged.

4. In recent waves, the reported incidence of taking the Armed Forces sponsored aptitude test in high school has declined. The figure for the Fall 1980 wave indicates a reversal of this downward trend, (see Figure 1.9).

All in all, the observed changes in talking to influential others and taking the ASVAB should help to foster a more favorable recruiting environment.

TABLE

CHANGES IN [illegible] RELATED TO PROPENSITY

Males

	Fall '79 %	Fall '80 %	Fall '79-'80 Change %	Statistically Significant
Recruiter Contact (Qu. [illegible])				
Past 6 months - any serv	23.8	26.0	+ 2.2	Yes-higher
Ever - any serv	47.9	49.0	+ 1.1	No
Recruiter Contact With (Qu. 9b)				
Air Force	12.0	12.6	+ 0.6	No
Army	24.0	23.1	- 0.9	No
Marine Corps	12.3	13.6	+ 1.3	Yes-higher
Navy	[illegible]	14.9	+ 0.1	No
Information Sources (Qu. 8c)				
Talked with friends in or out of service	36.2	35.4	- 0.8	No
Talked with one or both parents	31.1	35.3	+ 4.2	Yes-higher
Talked with girlfriend or wife	16.1	18.2	+ 2.1	Yes-higher
Talked with teacher or guidance counselor	9.3	13.2	+ 3.9	Yes-higher
Took Aptitude Test in High School Given by Armed Services (Qu. 8c)	14.2	15.6	+ 1.4	Yes-higher
Base:	(5157)	(5108)		

FIGURE 1.3

RECRUITER CONTACT - PAST 5-6 MONTHS

MALES

	%	Fall '75 - Fall '80 Change	Statistically Significant
Fall '75	24.7		
Spring '76	24.3		
Fall '76	24.9		
Spring '77	25.9		
Fall '77	26.0		
Spring '78	27.1		
Fall '78	27.3		
Spring '79	25.4		
Fall '79	23.8		
Spring '80	26.9		
Fall '80	26.0	+1.3	No

Base: All Male Respondents
Source: Question 8a

FIGURE 1.4

RECRUITER CONTACT - EVER - ANY SERVICE

	%	Fall '75 - Fall '80 Change	Statistically Significant
Fall '75	49.2		
Spring '76	47.6		
Fall '76	49.9		
Spring '77	49.1		
Fall '77	50.0		
Spring '78	52.5		
Fall '78	52.3		
Spring '79	48.9		
Fall '79	47.9		
Spring '80	50.9		
Fall '80	49.0	-.2	No

Base: All Male Respondents
Source: Question 9a

FIGURE 1.5

RECRUITER CONTACT - AIR FORCE

MALES

	%	Fall '75 - Fall '80 Change	Statistically Significant
Fall '75	14.4		
Spring '76	14.8		
Fall '76	15.5		
Spring '77	14.8		
Fall '77	13.5		
Spring '78	14.2		
Fall '78	14.3		
Spring '79	12.8		
Fall '79	12.0		
Spring '80	13.5		
Fall '80	12.6	-1.8	Yes - lower

Base: All Male Respondents
Source: Question 9b

FIGURE 1.6

RECRUITER CONTACT - ARMY

MALES

	%	Fall '75 - Fall '80 Change	Statistically Significant
Fall '75	25.3		
Spring '76	23.1		
Fall '76	24.3		
Spring '77	23.1		
Fall '77	23.5		
Spring '78	26.4		
Fall '78	23.9		
Spring '79	23.3		
Fall '79	24.0		
Spring '80	25.1		
Fall '80	23.1	-2.2	Yes - lower

Base: All Male Respondents
Source: Question 9b

FIGURE 1.7

RECRUITER CONTACT - MARINE CORPS

MALES

	%	Fall '75 - Fall '80 Change	Statistically Significant
Fall '75	14.7		
Spring '76	14.2		
Fall '76	14.9		
Spring '77	14.5		
Fall '77	13.0		
Spring '78	14.9		
Fall '78	13.7		
Spring '79	12.9		
Fall '79	12.3		
Spring '80	13.6		
Fall '80	13.6	-1.1	No

Base: All Male Respondents
Source: Question 9b

FIGURE 1.8

RECRUITER CONTACT - NAVY

MALES

	%	Fall '75 - Fall '80 Change	Statistically Significant
Fall '75	17.1		
Spring '76	15.8		
Fall '76	17.5		
Spring '77	14.4		
Fall '77	15.4		
Spring '78	17.4		
Fall '78	15.2		
Spring '79	15.2		
Fall '79	14.8		
Spring '80	15.2		
Fall '80	14.9	-2.2	Yes - lower

Base: All Male Respondents
Source: Question 9b

FIGURE 1.9

TOOK APTITUDE TEST IN HIGH SCHOOL GIVEN BY ARMED FORCES

MALES

	%	Fall '75 - Fall '80 Change	Statistically Significant
Fall '75	19.8		
Spring '76	17.4		
Fall '76	18.1		
Spring '77	18.3		
Fall '77	18.3		
Spring '78	14.8		
Fall '78	16.4		
Spring '79	15.9		
Fall '79	14.2		
Spring '80	13.7		
Fall '80	15.6	-4.2	Yes - lower

Base: All Male Respondents

Question: 8c

1.5 Key Demographics

The demographics of the Fall 1979 and Fall 1980 samples are shown in Tables 1.4 and 1.5. The following conclusions can be drawn:

1. Reported employment among the Fall 1980 sample is significantly lower than that for the Fall 1979 sample. Moreover, reported full-time employment is significantly lower in Fall 1980. The percentage of respondents employed part-time, however, did not change. Concomitant with the finding of decreased full-time employment is the finding that the percentage of young men not employed and looking for a job increased significantly.

2. Both Fall samples tend to be similar with respect to their educational levels. There were no year-to-year changes in reported school attendance. The proportion of young men who reported being in college increased significantly, while those reporting not having a high school diploma and not in school decreased significantly.

3. The quality index is a composite measure based on self-reported grades, number of math courses taken and passed in high school, and in the science courses covering electronics and/or electricity taken and successively passed in high school. A 10-point scale is used to compute this index, as shown in Table 1.6

   The quality index of the Fall 1980 sample does not differ from that of the Fall 1979 sample.

TABLE 1.4

EMPLOYMENT STATUS

MALES

	Fall '79 %	Fall '80 %	Fall '79-'80 Change %	Statistically Significant
Employed (Qu. 3f, 3g, 3h)	64.7	62.2	-2.5	Yes-lower
Full-time	38.8	35.5	-3.3	Yes-lower
Part-time	25.7	26.5	+0.8	No
Not Specified	0.2	0.1	-0.1	No
Not Employed (Qu. 3f, 3g)	35.3	37.5	+2.2	Yes-higher
Looking for a job	18.5	20.7	2.2	Yes-higher
Not looking	15.8	16.2	0.4	No
Not specified	0.9	0.6	-0.3	No

TABLE 1.5

SCHOOLING STATUS

MALES

	Fall '79 %	Fall '80 %	Fall '79-'80 Change %	Statistically Significant
Attending School (Qu. 3a, 3b)	55.4	57.1	+1.7	No
In high school	39.0	37.5	-1.5	No
In vocational school	2.5	2.3	-0.2	No
In college	13.8	17.1	+3.3	Yes-higher
Not Attending School (Qu. 3b,3c)	44.6	42.9	-1.7	No
High school graduate	33.4	33.2	-0.2	No
Not high school graduate	11.1	9.6	-1.5	Yes-lower
Quality Index (Mean)*	6.36	6.39	+0.03	No
Base:	(5187)	(5108)		

* Combination of Questions 19, 21 and 22

TABLE 1.6

COMPONENTS OF QUALITY INDEX

MALES

High School Grades	Value
A's & B's	3
B's & C's	2
C's & Below	1
Not Specified	0

Number of Math Courses in High School	Value
None	1
One	2
Two	3
Three	4
Four	5
Not Specified	0

Science Courses in High School	Value
Yes	2
No, not specified	1

SECTION II

PERFORMANCE DIFFERENCES BY TRACKING AREAS

SECTION II

Performance Differences By Tracking Areas

Interviewing for this study was conducted in 26 defined geographical areas referred to as tracking areas. The tracking area approach localizes the information derived from this study. This makes it possible for the individual service recruiting commands to receive feedback with respect to their performance within specific geographic areas.

This section is a discussion of key results by the 26 tracking areas. The data are examined in terms of whether data from individual tracking areas differ significantly from national levels. Tracking areas that deviate from the U.S. averages are highlighted.

Tables 2.1 to 2.11 summarize the key tracking area data. Interpretation of these tables has been facilitated by the following system of notation:

- Percentages that are significantly different from the U.S. average for a particular service are...
- CIRCLED if the entry is lower than the U.S. average
- BOXED if the entry is higher than the U.S. average

What follows is a discussion of the following data:

- propensity
- respondent academic characteristics
- recruiter contact
- information seeking activities
- job opportunity perceptions

2.1 Positive Propensity by Tracking Area

The key measure in this study is propensity to serve in one or more of the active duty services. As in past reports, the reader is cautioned against making any absolute interpretations of the propensity data. Accordingly, the propensity data should be interpreted in a relative sense (e.g., the identification of "high" versus "low" tracking areas). Any attempt to forecast actual accessions based on these data must take into account factors such as time of entry, and mental and physical qualification rates. Although for the first time in recent waves the study includes a question on expected time of entry, a telephone survey obviously cannot assess physical or mental qualification. Thus only relative interpretation of the data can be justified.

Figures 2.1 - 2.7 graphically present the propensity data for active duty services as well as the National Guard, Reserves and Coast Guard across each of the 26 tracking areas. The propensity data for the four active duty services were discussed in Section I. Propensity for the National Guard (16.6% vs. 19.2%) showed a significant Fall-to-Fall increase. Propensity for the Reserves (18.7% vs. 20.0%) and the Coast Guard (11.3% vs. 12.0%), however, was not significantly different from one year before.

Respondents who indicated a positive propensity to serve in the Reserve components were also asked which branches of the Reserves and National Guard they would select. The propensity figures are as follows:

Reserves	Fall '79	Fall '80
Air Force	5.8%	6.6%
Army	5.6%	5.5%
Coast Guard	2.1%	2.6%
Navy	2.8%	2.5%
Marine Corps	1.9%	2.0%
National Guard		
Army National Guard	8.5%	9.7%
Air National Guard	6.6%	7.7%

None of the Fall-to-Fall changes are statistically significant.

Table 2.1 summarizes the propensity data for each of the services within each of the 26 tracking areas. Relative to national averages, the following exceptions occur:

1. The propensity to serve in the Air Force deviates from the U.S. average of 18.6% as follows in these areas:

Below Average	Above Average
• New York City (7.6%)	• Alabama/Mississippi/ Tennessee (27.8%)
• Philadelphia (9.5%)	• Texas (26.3%)
• Pittsburgh (12.4%)	• South Carolina/ Georgia (28.1%)

2. The propensity to serve in the Navy deviates from the U.S. average of 13.1% as follows in these areas:

Below Average	Above Average
• New York City (8.8%)	• Alabama/Mississippi Tennessee (20.3%)
• Michigan/Indiana (6.5%)	• South Carolina/ Georgia (19.9%)

3. The propensity to serve in the Army deviates from the U.S. average of 13.1% as follows in these areas:

Below Average	Above Average
• New York City (7.1%)	• Alabama, Mississippi, Tennessee (18.6%)
• S.California/Arizona (8.4%)	• Texas (21.6%)
• N.California (8.7%)	• South Carolina/Georgia (21.3%)
	• New Orleans (19.9%)
• Washington/Oregon (8.3%)	• Kentucky (18.3%)

4. The propensity to serve in the Marine Corps deviates from the U.S. average of 10.8% as follows in these areas:

Below Average	Above Average
• Arkansas (5.5%)	• South Carolina/Georgia (19.5%)

5. The propensity to serve in the Reserves deviates from the U.S. average of 20.0% as follows in these areas:

Below Average	Above Average
• New York City (9.4%)	• Texas (27.7%)
	• South Carolina/Georgia (31.4%)

6. The propensity to serve in the National Guard deviates from the U.S. average of 19.2% as follows in these areas:

Below Average	Above Average
• New York City (9.7%)	• Alabama/Mississippi/ Tennessee (27.0%)
• Northern California (12.4%)	• Minnesota/Nebraska/ North Dakota/South Dakota (25.7%)
• Philadelphia (10.1%)	• Texas (28.1%)
• Wisconsin (13.0%)	
• Kansas City/Oklahoma (14.3%)	

7. The propensity to serve in the Coast Guard deviates from the U.S. average of 12.0% as follows in these areas:

Below Average	Above Average
• New York City (6.2%)	• Florida (21.2%)
• Washington, D.C. (8.0%)	• South Carolina/Georgia (18.5%)
• N.California (7.2%)	
• Pittsburgh (6.1%)	
• Des Moines (7.9%)	

Propensity for each of the services within each of the tracking areas tends to fluctuate widely from wave-to-wave. This instability of the data reflects the relatively small sample sizes (approximately 200) for each tracking area. Hence, wave-to-wave changes in propensity can be a misleading indicator of the relative geographical strengths

and weaknesses of each service. A more stable indicator is the general pattern of these data over time. Accordingly, the military has consistently registered above-average appeal in the southern tracking areas. The South Carolina/ Georgia tracking area has been a particularly strong market. On the other hand, the weakest markets have been in the industrial northern areas of the country. The New York City tracking area has consistently registered below-average levels of propensity for all of the services. This general pattern was again evident in the Fall 1980 data.

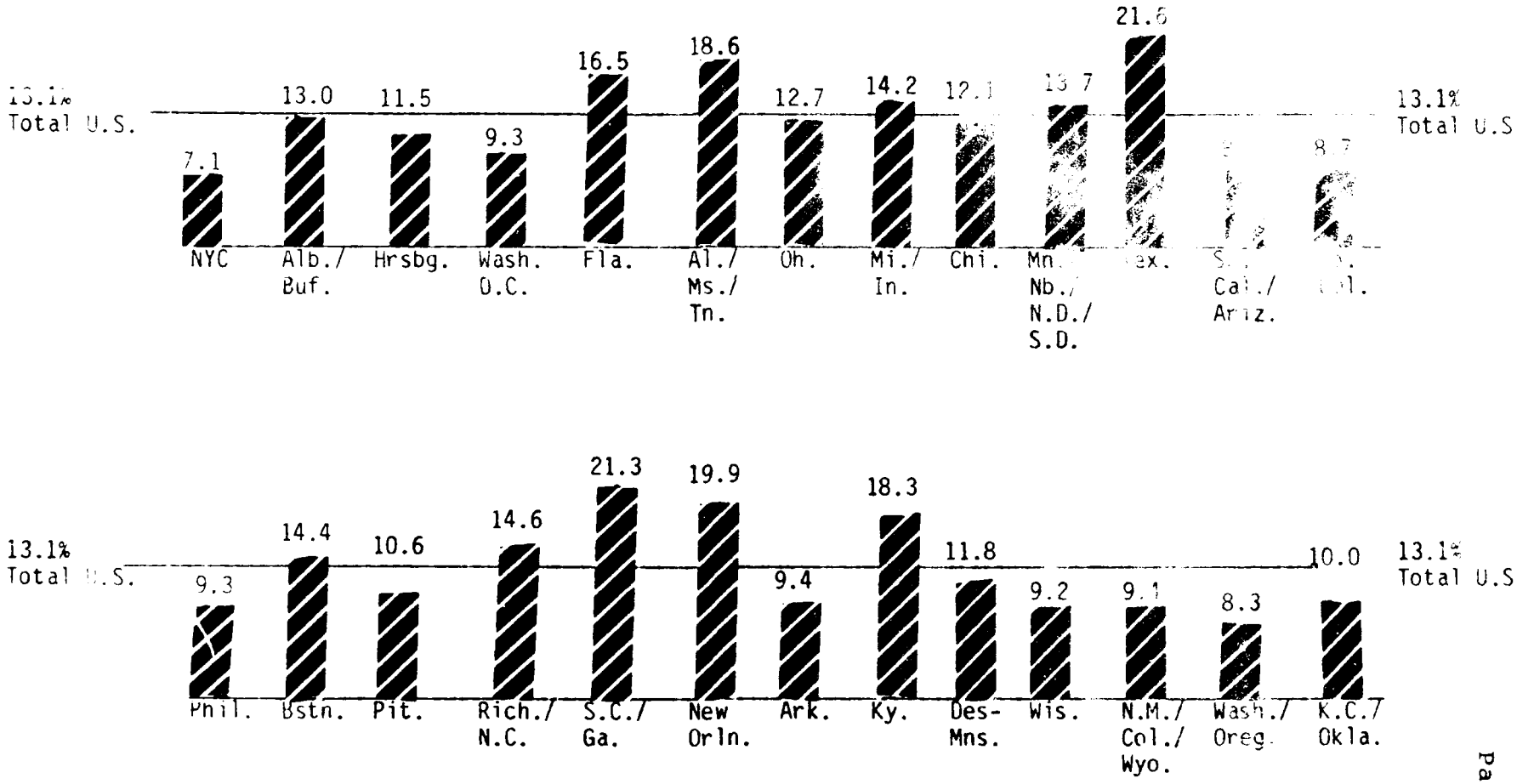
FIGURE 2.2

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

MALES

ARMY

(Percent respondents endorsing definitely or probably considering serving)



Source: Question 5a

* Differs significantly from the total U.S.

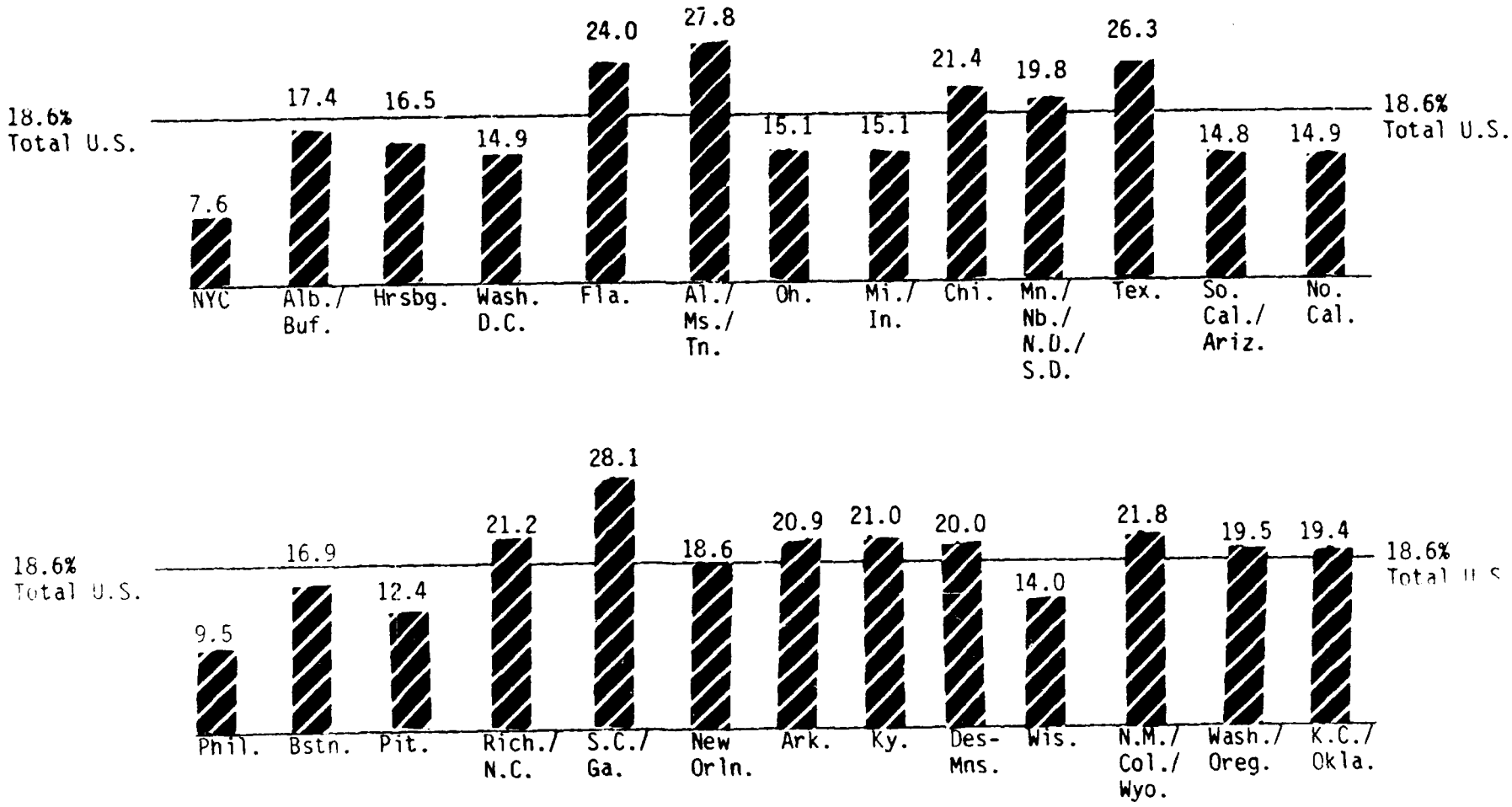
FIGURE 2.1

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

MALES

AIR FORCE

(Percent respondents endorsing definitely or probably considering serving)



Source: Question 5a

* Differs significantly from the total U.S.

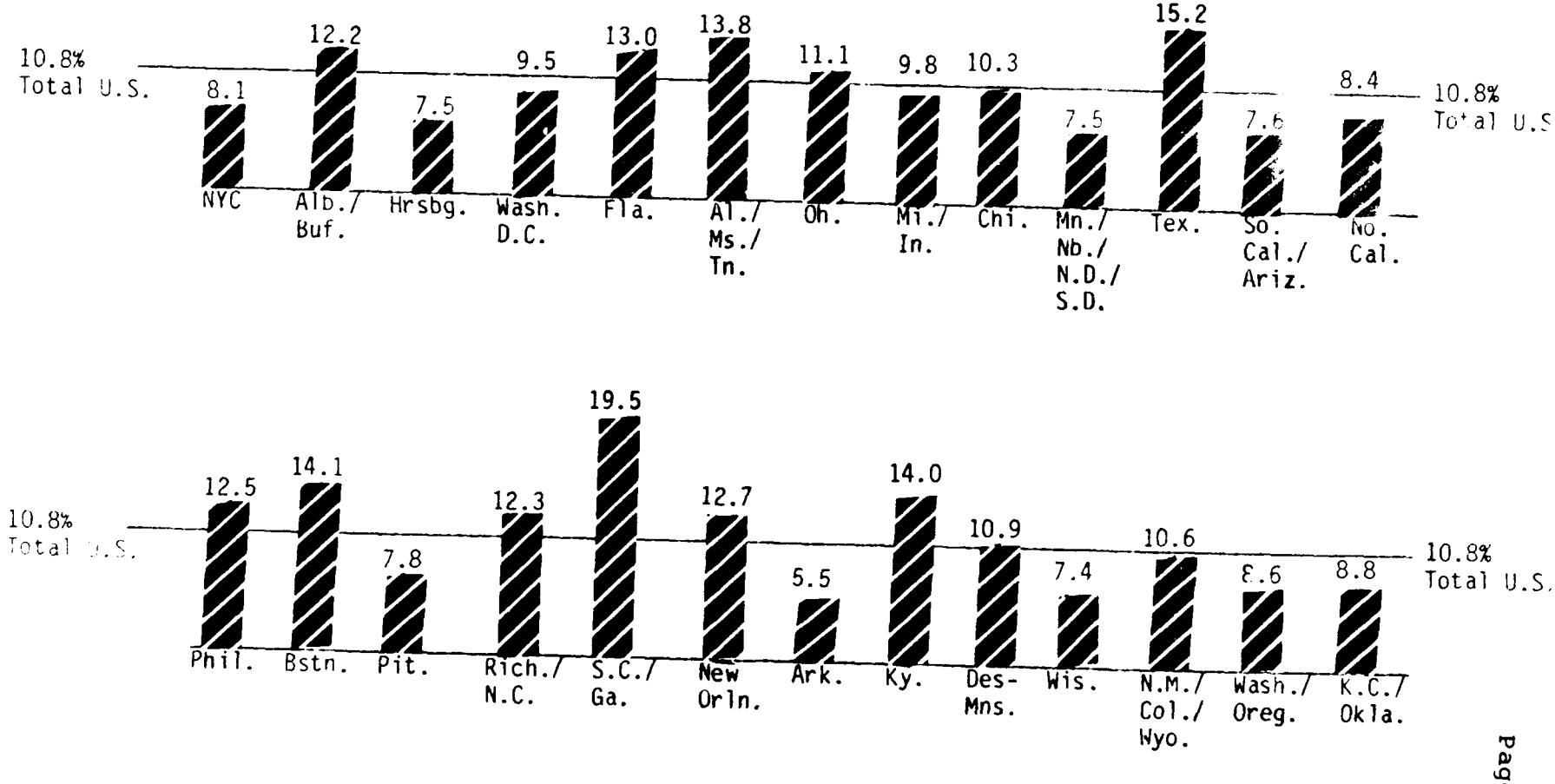
FIGURE 2.3

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

MALES

MARINE CORPS

(Percent respondents endorsing definitely or probably considering serving)



Source: Question 5a

* Differs significantly from the total U.S.

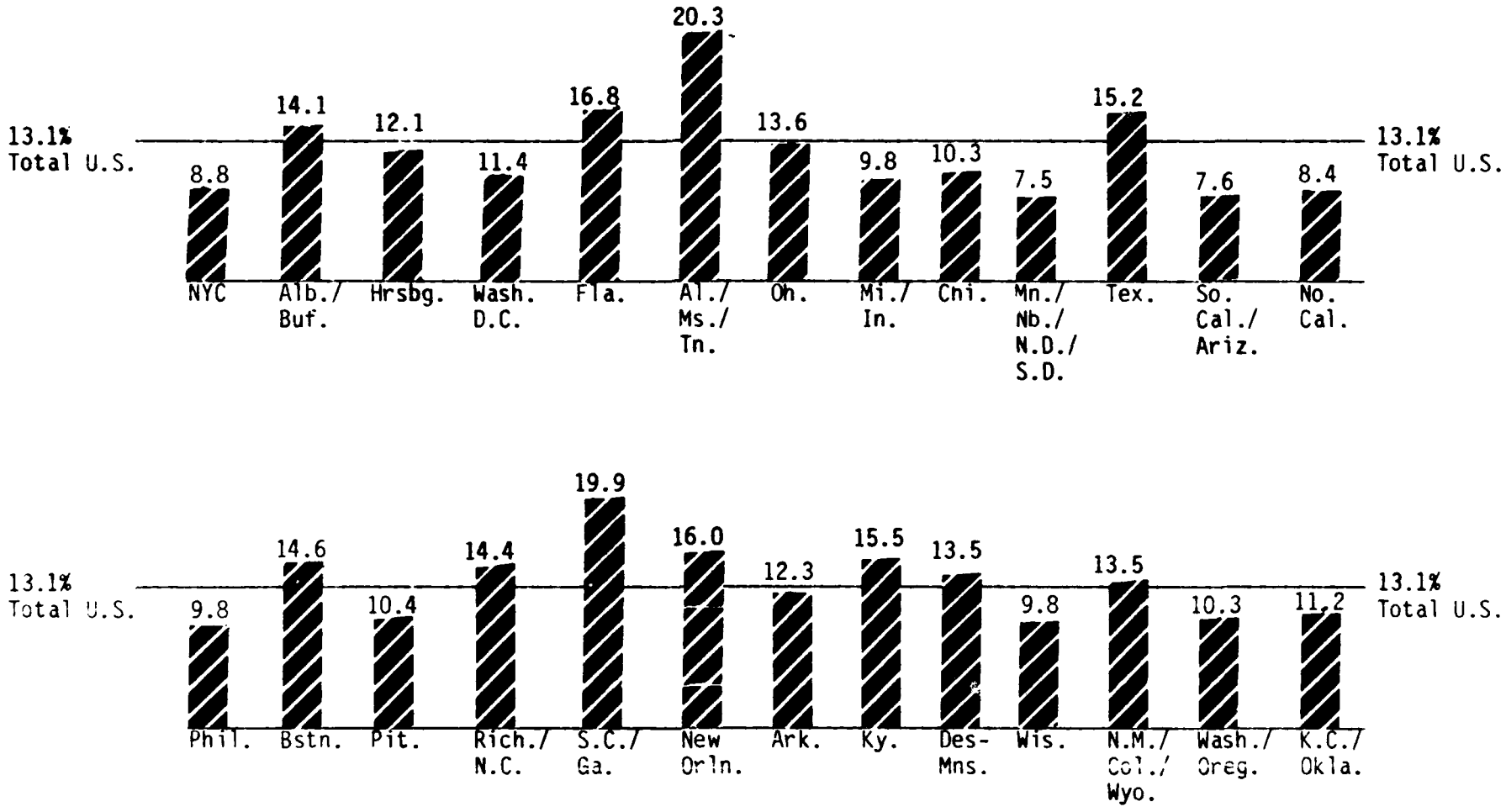
FIGURE 2.4

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

MALES

NAVY

(Percent respondents endorsing definitely or probably considering serving)



Source: Question 5a

* Differs significantly from the total U.S.

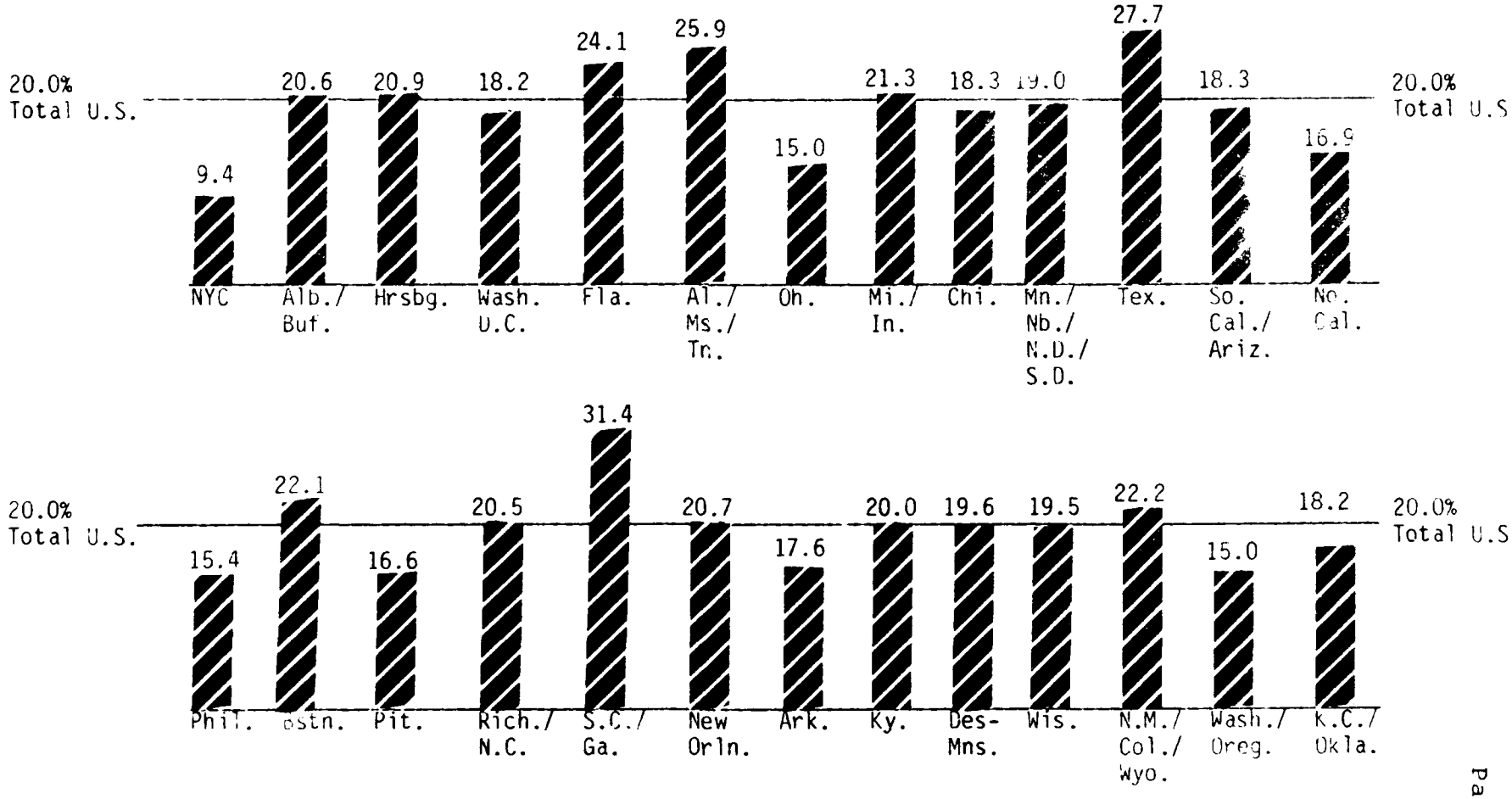
FIGURE 2.5

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

MALES

RESERVES

(Percent respondents endorsing definitely or probably considering serving)



Source: Question 5a

* Differs significantly from the total U.S.

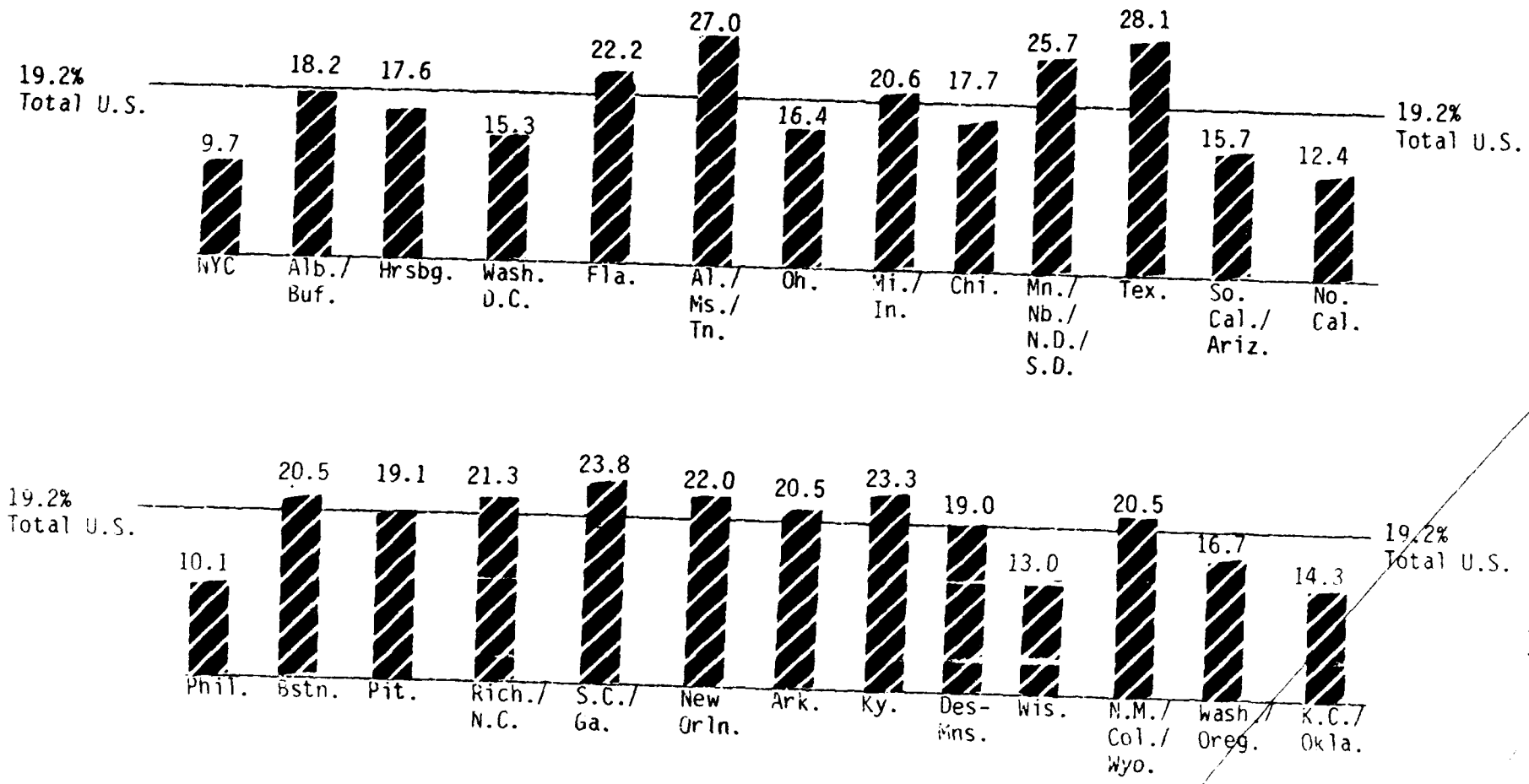
FIGURE 2.6

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

MALES

NATIONAL GUARD

(Percent respondents endorsing definitely or probably considering serving)



Source: Question 5a

* Differs significantly from the total U.S.

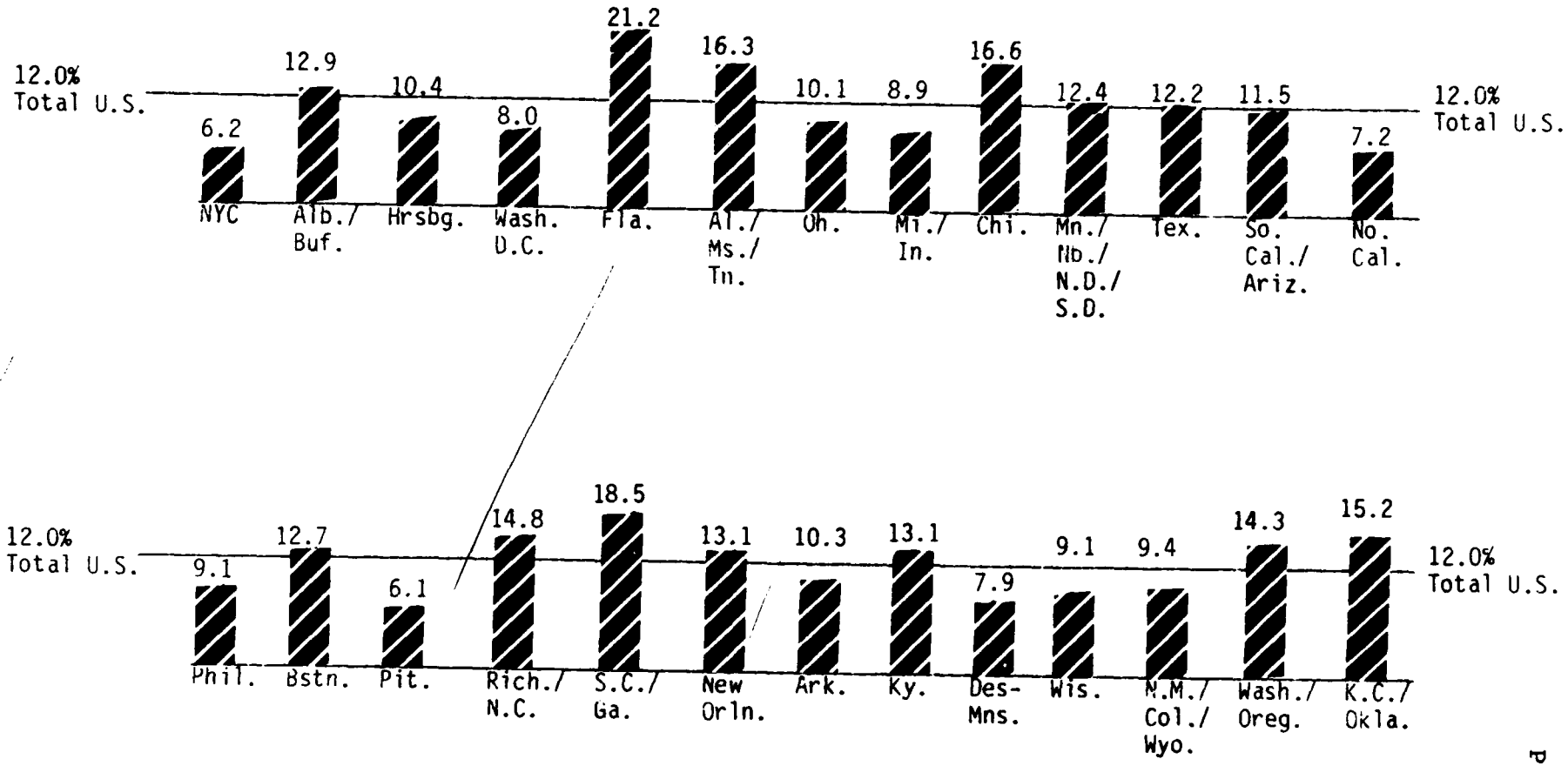
FIGURE 2.7

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

MALES

COAST GUARD

(Percent respondents endorsing definitely or probably considering serving)



Source: Question 5a

* Differs significantly from the total U.S.

TABLE 2.1

POSITIVE PROPENSITY TO SERVE IN MILITARY SERVICES

MALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors in the Tracking Area Estimate

Percent Saying Definitely or Probably	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ N.D./ S.D. %	Tex. %	So. Cal./ Ariz. %	No. Cal. %
Air Force	18.6	7.6	17.4	16.5	14.9	24.0	27.8	15.1	15.1	21.4	19.8	26.3	14.8	14.9
Navy	13.1	8.8	14.1	12.1	11.4	16.8	20.3	13.6	6.5	15.2	11.8	16.2	12.5	9.7
Army	13.1	7.1	13.0	11.5	9.3	16.5	18.6	12.7	14.2	12.1	13.7	21.6	8.4	8.7
Marine Corps	10.8	8.1	12.2	7.5	9.5	13.0	13.8	11.1	9.8	10.3	7.5	15.2	7.6	8.4
Reserves	20.0	9.4	20.6	20.9	18.2	24.1	25.9	15.0	21.3	18.3	19.0	27.7	18.3	16.9
National Guard	19.2	9.7	18.2	17.6	15.3	22.2	27.0	16.4	20.6	17.7	25.7	28.1	15.7	12.4
Coast Guard	12.0	6.2	12.9	10.4	8.0	21.2	16.3	10.1	8.9	16.6	12.4	12.2	11.5	7.2

Base: All Male Respondents

Source: Question 5a

Response Alternatives:

Definitely consider
Probably consider
Probably not consider
Definitely not consider

TABLE 2.1

POSITIVE PROPENSITY TO SERVE IN MILITARY SERVICES

MALES

Circled and boxed entries are those where total U.S. falls beyond range of two Standard Errors of the Tracking Area Estimate

Percent Saying Definitely or Probably	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des-Mns. %	Wis. %	N.M / Col Wyo. %	Wash./ Oreg. %	K.C./ Okla. %
Air Force	18.6	9.5	16.9	12.4	21.2	28.1	18.6	20.9	21.0	20.0	14.0	21.8	19.5	19.4
Navy	13.1	9.8	14.6	10.4	14.4	19.9	16.0	12.3	15.5	13.5	9.8	13.5	10.3	11.2
Army	13.1	9.3	14.4	10.6	14.6	21.3	19.9	9.4	18.3	11.8	9.2	9.4	8.3	10.0
Marine Corps	10.8	12.5	14.1	7.8	12.3	19.5	12.7	5.5	14.0	10.9	7.4	10.6	8.6	8.8
Reserves	20.0	15.4	22.1	16.6	20.5	31.4	20.7	17.6	20.0	19.6	19.5	22.2	15.9	18.2
National Guard	19.2	10.1	20.5	19.1	21.3	23.8	22.0	20.5	23.3	19.0	13.0	20.5	16.7	14.3
Coast Guard	12.0	9.1	12.7	6.1	14.8	18.5	13.1	10.3	13.1	7.9	9.1	9.4	14.3	15.2

Base: All Male Respondents

Source: Question 5a

Response Alternatives: Definitely consider
Probably consider
Probably not consider
Definitely not consider

2.2 Propensity to Work as a Laborer on Construction Jobs

In addition to being asked their propensity to enlist in the services, respondents are asked to indicate their propensity to work in the following types of jobs:

- Laborer on construction jobs
- Desk job in a business office
- Salesman

Respondents who express positive propensity for military service also tend to be the same individuals who express a positive propensity toward working as a laborer on construction jobs. As discussed in previous reports, this relationship seems reasonable in view of the fact that youth with positive propensity for the military attach above-average importance to learning a trade/skills. The tracking area data on propensity for working as a laborer are an additional indicator of where the services appear to have recruiting strengths and weaknesses.

Table 2.2 summarizes the Fall 1980 propensity data for working as a laborer on construction jobs. Nationally, propensity is 35.3%. This represents virtually no change compared to the Fall 1979 figure of 35.9%. Four tracking areas are below the national level: New York City, Albany/Buffalo, Washington, D.C., and S. California/Arizona. Five others are above the national average: Chicago, New Orleans, Kentucky, Wisconsin, and Kansas City/Oklahoma.

TABLE 2.2

WORK AS A LABORER ON CONSTRUCTION JOB

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimates

Percent Saying Definitely or Probably	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ N.D./ S.D. %	Tex. %	So. Cal./ Ariz. %	No. Cal. %
Will work as a laborer on construction job	35.3	18.4	27.8	29.7	25.8	31.5	32.0	38.9	40.1	42.6	37.7	40.7	26.2	39.1

Base: All Respondents

Source: Question 5

TABLE 2.2

WORK AS A LABORER ON CONSTRUCTION JOB

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Saying Definitely or Probably	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des-Mns. %	Wis. %	N.M./ Col./ Wyo. %	Wash./ Oreg. %	K.C./ Okla. %
Will work as a laborer on construction job	35.3	33.7	35.8	38.9	33.1	40.3	44.7	34.4	46.0	32.6	46.1	36.1	40.7	44.4

Base: All Respondents

Source: Question 5

Variation across tracking areas in the proportion intending to join within two years ranged between 26-46%. Here, there was no obvious regional difference between those intending early and later enlistment.

In terms of the proportions designating "enlisted man" or "officer" as their expected status of entry into the service, 71.7% believed that they would be entering as enlisted men, while 28.3% thought they would be joining the military as officers. With several exceptions, the individual tracking area percentages did not diverge noticeably from the national average. There is no pattern to these differences. All in all, no meaningful implications can be drawn from these differences.

2.3 Expected Likelihood, Timing and Status of Enlistment

Three new questions added to the Fall 1980 survey were asked of respondents indicating a positive propensity to enlist. The questions dealt with their likelihood of enlisting, when they thought they would enlist, and whether they would enter the service as an enlisted man or officer.

Approximately 34% of the 1,510 males with a positive propensity said that they would be either "extremely likely" or "very likely" to enlist, while approximately 66% reported that they are either "somewhat" or "slightly" likely to enlist. Across the tracking areas, strength of enlistment intention tended to follow a North-South pattern, with southern males more likely to enlist than their northern counterparts (Table not shown).

From a recruiting perspective, the relative enlistment intensity of the "positive propensity" males is low, as only about one-third of them can be counted on, by this measure, to follow up on their stated intentions of "definitely" or "probably" joining one of the active duty military services. These results should alert the reader as to the tenuousness of the propensity measure, used alone, as a predictor of future behavior.

With respect to the timing of enlistment, Table 2.3 reveals that 37% said they would enlist within two years and 50.4% said it would be at least two years before they would enlist. Thus, about half the positive propensity males were, in effect, making relatively long-range projections of anticipated behavior -- another reason to avoid basing market forecasts solely on responses to one question about propensity.

TABLE 2.3

WHEN EXPECT TO JOIN MILITARY SERVICE

MALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Naming This Time Span	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ N.D./ S.D. %	Tex. %	So. Cal./ Ariz. %	No. Cal. %
Within 2 years	37.0	38.0	26.1	42.1	43.0	40.4	31.6	43.4	46.2	36.0	45.5	36.5	25.9	42.3
Two years or more	50.4	29.9	61.4	47.8	39.6	45.3	52.7	40.8	33.3	38.4	51.1	58.2	55.5	43.6
Don't know/no answer	13.3	31.2	13.0	12.3	20.3	14.7	15.7	14.6	20.1	25.6	0.3	5.4	17.2	14.8

Base: Those males with positive propensity to at least one active duty service (excluding Coast Guard)

Source: Question 5c

TABLE 2.3

WHEN EXPECT TO JOIN MILITARY SERVICE

MALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Naming This Time Span	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des-Mns. %	Wis. %	N.M./ Col./ Wyo. %	Wash./ Oreg. %	K.C./ Okla. %
Within 2 years	37.0	41.3	37.1	35.4	42.4	30.7	46.5	31.6	30.4	39.5	42.3	38.0	28.8	36.3
More than 2 years	50.4	49.9	59.1	52.3	48.2	57.7	47.7	58.6	61.5	47.4	50.5	49.4	53.4	55.0
Don't know/no answer	13.3	8.7	3.9	12.3	9.4	11.4	8.1	10.0	8.1	14.5	7.2	14.0	17.8	8.8

Base: Those males with positive propensity to at least one active duty service (excluding Coast Guard)

Source: Question 5c

2.4 Academic Achievement and Derived Quality Index

The purpose of recruiting efforts for an all-volunteer military is to attract capable, trainable enlistees. With the increasing use of technologically sophisticated weaponry and other modern equipment, some observers contend that the services are not attracting or retaining in sufficient numbers recruits with the necessary skills and abilities. Naturally, this objective is partly dependent on the educational abilities of enlistees.

In order to gauge the quality of those youth considering joining the service, this study has been asking respondents about several pertinent areas of their academic achievement: high school grades, high school education program, and the number of mathematics and technical science courses successfully passed in high school.

A Quality Index number is computed for each respondent based on his responses to the questions about grades received and the number of math and technical/science courses passed. The Index ranges from a low score of 1 to a high score of 10. (The Index is explained in detail in Section I.)

Table 2.4 summarizes the quality index data. For the nation as a whole the average quality score for males was 6.39 -- virtually the same as in previous waves. Three tracking areas fell significantly below the national average: South Carolina/Georgia, Kentucky, and Kansas City/Oklahoma; whereas five areas exceeded it: New York City, Harrisburg, Philadelphia, Pittsburgh, and Wisconsin. As in the past, tracking areas with mean scores significantly above the national average were mostly located in the industrial Northeast, and those with significantly lower scores were Southern tracking areas.

TABLE 2.4

RESPONDENT QUALITY INDEX

MALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ N.D./ S.D. %	Tex. %	So. Cal./ Ariz. %	No. Cal. %
Mean index value	6.39	$\boxed{7.17}$	6.65	$\boxed{6.88}$	6.35	6.31	6.09	6.18	6.22	6.39	6.56	6.32	6.34	6.39

Base: All Male Respondents

Source: Quality Index (combination of Questions 19, 21 and 22)

Scale Value: Minimum value = 1
Maximum value = 10

TABLE 2.4

RESPONDENT QUALITY INDEX

MALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des-Mns. %	Wis. %	N.M./ Col./ Wyo. %	Wash./ Oreg. %	K.C./ Okla. %
Mean index value	6.39	6.68	6.41	6.71	6.21	6.08	6.17	6.40	5.73	6.44	6.71	6.48	6.55	5.98

Base: All Male Respondents

Source: Quality Index (combination of Questions 19, 21 and 22)

Scale Value: Minimum value = 1
Maximum value = 10

Table 2.5 presents data on the number of high school math courses passed. Although it represents a component of the quality index because of its importance, mathematics achievement merits examining in its own right. As in past waves, areas in the Northeast score better on this measure of educational quality, and some Southern tracking areas again tend to fall below the national average.

Type of high school curriculum is not part of the quality index because it is not properly quantifiable; thus, it must be analyzed separately. Table 2.6 summarizes the proportions of target market youth in each of three kinds of high school education programs -- college preparatory, vocational and commercial/business.

Overall, 45.2% reported the college-oriented curriculum; 37.7%, the vocational program; and only 14.9% claimed to have taken (or be taking) mostly business courses. These percentages have remained stable over time. With respect to the tracking areas, New York City, Harrisburg, Florida, and Philadelphia were higher than average in the College Preparatory category. Many of the Southern areas and Wisconsin were above the national norm in vocational programs. Michigan/Indiana was the only area to score above the national average in the percentage of youth specifying business programs.

TABLE 2.5

NUMBER OF MATH COURSES PASSED

MALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimates

Percent Naming This Number of Courses	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ N.D./ S.D. %	Tex. %	So. Cal./ Ariz. %	No. Cal. %
Three or more	37.1	58.3	46.3	50.9	44.9	32.0	29.4	32.3	31.3	35.3	39.5	31.6	38.0	33.4
Less than three	44.0	32.0	31.5	29.7	33.0	52.2	51.5	43.0	49.9	53.1	44.5	51.6	40.8	46.7
None	18.8	9.8	22.3	19.4	22.1	15.8	19.1	24.7	18.7	11.6	16.1	16.8	21.2	19.9

Base: All Male Respondents

Source: Question 21

TABLE 2.5

NUMBER OF MATH COURSES PASSED

MALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Naming This Number of Courses	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des-Mns. %	Wis. %	N.M./ Col./ Wyo. %	Wash./ Oreg. %	K.C./ Okla. %
Three or more	37.1	42.2	46.4	41.6	36.4	30.1	35.6	34.3	26.5	35.2	36.4	39.5	38.5	25.3
Less than three	44.0	39.7	32.9	45.0	42.5	47.9	45.8	45.1	40.3	51.1	53.6	48.4	43.6	50.4
None	18.8	18.1	20.7	13.5	21.1	22.0	18.7	20.6	33.2	13.7	10.0	12.1	17.9	24.2

Base: All Male Respondents

Source: Question 21

TABLE 2.6

HIGH SCHOOL EDUCATION PROGRAM

MALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimates

Percent Naming This Program	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ N.D./ S.D. %	Tex. %	So. Cal./ Ariz. %	No. Cal. %
College preparatory	45.2	60.5	43.7	57.0	50.5	58.0	41.4	40.3	38.0	38.6	39.4	46.4	48.6	50.9
Vocational	37.7	23.7	36.8	25.3	35.1	29.7	45.3	39.3	36.4	43.9	41.4	38.1	31.1	32.1
Commercial/ business	14.9	14.2	18.2	16.7	13.5	11.5	11.7	18.0	21.6	13.6	12.7	12.5	19.0	15.3

Base: All Male Respondents

Source: Question 20

TABLE 2.6

HIGH SCHOOL EDUCATION PROGRAM

MALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimates

Percent Naming This Program	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des-Mns. %	Wis. %	N.M./ Col./ Wyo. %	Wash./ Oreg. %	K.C./ Okla. %
College preparatory	45.[illegible]	56.5	49.1	47.5	43.9	34.7	45.4	38.7	46.0	32.9	36.3	42.7	42.2	39.1
Vocational	37.7	27.7	34.8	37.9	41.6	53.5	39.0	46.2	41.1	44.2	47.8	41.2	36.1	44.4
Commercial/ business	14.9	15.8	15.8	13.6	13.9	11.4	13.2	13.3	7.8	17.6	12.9	13.8	15.0	15.1

Base: All Male Respondents

Source: Question 20

2.5 Type of Recent Recruiter Contact

Contact with service recruiters can be very direct and personal, such as at a recruiting station, or more indirect and anonymous, such as mail literature. This series of studies has tracked recruiter contact since the first wave of the study (Fall 1975). Recruiter contact is discussed below as part of the tracking area analysis and again in Section III. The analysis of these data by tracking area provides the Department of Defense and the services with additional feedback on recruiter contact at the local level.

Before moving to an assessment of the type of recruiter contact, Table 2.7 presents the incidence of contact within the six months prior to the phone interview. Among the target market males, slightly more than one-quarter nationwide (26%) reported contact with a recruiter for the military within the previous half year. This figure too has remained quite constant. Variation across the tracking areas was limited; the only location exhibiting a significantly different percentage was Michigan/Indiana, with a somewhat larger than normal incidence of recruiter contact (35.1%). The nature of the contact is considered next.

The Fall 1979 and Fall 1980 national levels of each type of recruiter contact are summarized below. The bases for these figures are those individuals who reported having had recent recruiter contact.

TABLE 2.7

HAD RECENT RECRUITER CONTACT

MALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimates

Percent Had Recruiter Contact	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ N.D./ S.D. %	Tex. %	So. Cal./ Ariz. %	No. Cal. %
Past 6 months	26.0	21.2	28.9	26.7	21.4	21.2	26.3	28.4	35.1	23.0	27.5	22.9	24.6	23.8

Base: All Male Respondents

Source: Question 8a

TABLE 2.7

HAD RECENT RECRUITER CONTACT

MALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Had Recruiter Contact	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des-Mns. %	Wis. %	N.M./ Col./ Wyo. %	Wash./ Oreg. %	K.C./ Okla. %
Past 6 months	26.0	22.8	22.0	25.7	24.8	22.8	24.1	32.5	21.4	28.3	22.6	28.2	30.	31.2

Base: All Male Respondents

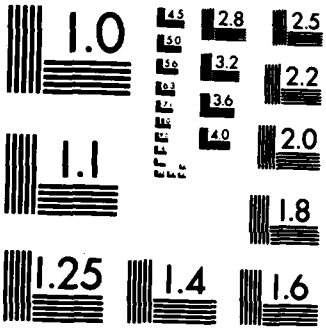
Source: Question 8a

	Fall 1979 %	Fall 1980 %	Statistically Significant Change
Talked to recruiter by telephone	52.9	54.8	No
Received recruiting literature in the mail	50.3	49.6	No
Heard recruiter talk at high school	43.9	43.6	No
Talked face-to-face (not at station)	47.3	41.8	Yes - lower
Went to a recruiting station	27.0	28.1	No

The only significant change was in face-to-face contacts away from recruiting stations, which decreased.

Table 2.8 presents these data for each of the 26 tracking areas. Telephone contact was greatest in the Minnesota/Nebraska/Dakotas area and in the Arkansas tracking area. All other areas except New Orleans were close to the national average. Literature sent through the mail was highest in the Upper Midwest locations plus Pittsburgh and Arkansas; mail contact was lowest in New York City, Southern California and the Mid-Atlantic coastal areas. Personal presentations by recruiters at high schools were particularly prevalent in the South Carolina/Georgia area; it was low in Michigan/Indiana, Des Moines, and Kansas City/Oklahoma. Face-to-face contacts outside recruiting stations were most common in Ohio and South Carolina/Georgia, and they were below the nationwide norm in Texas and Philadelphia. Finally, personal contact at recruiting stations showed only one significant difference -- a lower than average incidence in Texas.

AD-A143 115 YOUTH ATTITUDE TRACKING STUDY VOLUME 2 FALL11980(U) 2/4
MARKET FACTS INC CHICAGO IL PUBLIC SECTOR RESEARCH CORP
J T HEISLER AUG 80 6406 DMDC/MRB-TR-80/1-VOL-2
UNCLASSIFIED OMB-22-R-0339 F/G 5/9 NL



MICROCOPY RESOLUTION TEST CHART
NATIONAL BUREAU OF STANDARDS-1963-A

TABLE 2.8

TYPE OF RECENT RECRUITER CONTACT

MALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimates

Percent Had This Type of Recruiter Contact	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ N.D./ S.D. %	Tex. %	So. Cal./ Ariz. %	No. Cal. %
Talked to recruiter by telephone	54.8	51.6	65.4	41.4	48.2	47.2	43.7	58.4	49.8	60.2	70.2	49.8	57.9	54.6
Received recruiting literature in the mail	49.6	41.5	52.6	49.3	48.1	56.1	55.5	55.2	50.4	49.0	56.6	50.7	38.1	43.8
Heard recruiter talk at high school	43.6	34.3	38.9	43.3	53.8	56.1	47.1	53.1	30.0	48.8	34.4	54.2	50.6	47.5
Talked face-to-face (not at station)	41.8	35.4	38.0	46.7	52.4	47.4	42.5	60.1	33.9	32.8	46.8	27.7	31.1	44.5
Went to a recruiting station	28.1	21.1	34.3	21.5	26.4	39.3	37.8	31.2	33.1	29.3	24.5	16.5	23.8	24.4

Base: All Male Respondents Having Recent Recruiter Contact in Past Six Months

Source: Questions 8b and 8c

TABLE 2.8

TYPE OF RECENT RECRUITER CONTACT

MALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Had This Type of Recruiter Contact	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des-Mns. %	Wis. %	N.M./ Col./ Wyo. %	Wash./ Oreg. %	K.C./ Okla. %
Talked to recruiter by telephone	54.8	50.6	47.5	48.8	59.3	63.3	34.9	67.0	57.8	61.8	60.3	64.1	49.0	56.7
Received recruiting literature in the mail	49.6	45.2	45.7	59.3	39.0	41.0	56.1	58.0	46.2	57.7	57.6	54.5	54.7	47.3
Heard recruiter talk at high school	43.6	32.9	42.0	37.7	46.5	63.0	50.8	48.9	47.0	29.8	33.4	38.9	44.1	28.8
Talked face-to-face (not at station)	41.8	23.1	38.8	49.4	51.1	59.6	46.9	47.8	40.4	45.6	30.8	43.1	42.2	44.1
Went to a recruiting station	28.1	29.8	24.3	31.8	24.4	40.7	27.5	25.9	33.3	19.5	23.0	27.5	29.5	21.2

Base: All Male Respondents Having Recent Recruiter Contact

Source: Question 8b and 8c

2.6 Perceived Adequacy of Information Received from the Recruiter

Perceived adequacy of information is defined in quantitative terms. Specifically, each respondent who reported having had recruiter contact was asked whether he felt that the information provided was . . .

- All the information you wanted
- Most of it
- Very little

Inadequate information was defined by a response of "very little." Nationally all four services do reasonably well. As the figures below demonstrate, none of the Fall-to-Fall changes are statistically significant.

	Fall 1979 %	Fall 1980 %	Statistically Significant Change
Army	20.4	19.2	No
Navy	17.2	18.2	No
Marine Corps	20.0	23.5	No
Air Force	17.7	14.2	No

Comparing the separate services, the Air Force achieves the best performance (the lowest percentage indicating inadequate recruiter information), while the Marine Corps scored the worst on a national basis. Even the Marines, however, provided satisfactory information for more than three out of every four males.

The tracking area data presented in Table 2.9 vary widely because of the relatively small respondent bases in each case (i.e., respondents having contact with specific service recruiter in a particular tracking area). The error ranges associated with these estimates, therefore, are large. There is some variation across tracking areas on this measure. A tracking area below the national figure indicates strength for the particular service.

TABLE 2.9

PERCENT RECEIVING INADEQUATE INFORMATION FROM MILITARY RECRUITER

MALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimates

Percent Getting Very Little Information	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ N.D./ S.D. %	Tex. %	So. Cal./ Ariz. %	No. Cal. %
From Army	19.2	28.1	17.6	39.0	16.6	27.8	18.2	23.1	13.4	22.3	18.7	9.8	25.2	15.4
From Navy	18.2	30.1	17.6	2.9	19.7	10.5	20.4	23.0	5.0	9.8	18.6	17.9	5.3	1[illegible]
From Marine Corps	23.5	31.9	37.1	3.0	17.6	15.6	22.8	23.4	10.0	32.6	25.0	14.9	26.7	14.9
From Air Force	14.2	8.1	26.6	4.9	18.4	18.7	21.6	18.4	37.2	3.3	15.7	10.3	18.2	-

Base. Male Respondents Having Recruiter Contact With Specific Service Recruiter

Source: Question 9e

Response Alternatives: All the information you wanted
Most of it
Very little

TABLE 2.9

PERCENT RECEIVING INADEQUATE INFORMATION FROM MILITARY RECRUITER

MALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Getting Very Little Information	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des-Mns. %	Wis. %	N.M./ Col./ Wyo. %	Wash./ Oreg. %	K.C./ Okla. %
From Army	19.2	12.3	34.8	15.2	9.0	12.4	10.0	16.0	13.2	22.3	34.2	19.4	20.5	25.5
From Navy	18.2	7.9	22.5	16.0	25.0	20.9	18.8	23.9	12.3	25.3	14.3	33.9	29.1	29.2
From Marine Corps	23.5	35.1	16.4	24.8	31.8	20.2	14.3	29.2	13.1	20.8	11.9	35.8	25.9	35.9
From Air Force	14.2	16.5	21.5	11.0	6.3	5.9	5.4	12.7	-	10.1	9.3	25.5	24.7	23.2

Base: Male Respondents Having Recruiter Contact With Specific Service Recruiter

Source: Question 9e

Response Alternatives: All the information you wanted
Most of it
Very little

TABLE 2.9

PERCENT RECEIVING INADEQUATE INFORMATION FROM MILITARY RECRUITER

MALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimates

Percent Getting Very Little Information	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ N.D./ S.D. %	Tex. %	So. Cal./ Ariz. %	No. Cal. %
From Army	19.2	28.1	17.6	39.0	16.6	27.8	18.2	23.1	13.4	22.3	18.7	9.8	25.2	15
From Navy	16.2	30.1	17.6	2.9	19.7	10.5	20.4	23.0	5.0	9.8	18.6	17.9	5.3	[illegible]
From Marine Corps	23.5	31.9	37.1	3.0	17.6	15.6	22.8	23.4	10.0	32.6	25.0	14.9	26.7	14.9
From Air Force	14.2	8.1	26.6	4.9	18.4	18.7	21.6	18.4	37.2	3.3	15.7	10.3	18.2	-

Base: Male Respondents Having Recruiter Contact With Specific Service Recruiter

Source: Question 9e

Response Alternatives: All the information you wanted
Most of it
Very little

TABLE 2.9

PERCENT RECEIVING INADEQUATE INFORMATION FROM MILITARY RECRUITER

MALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Getting Very Little Information	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des-Mns. %	Wis. %	N.M./ Col./ Wyo. %	Wash./ Oreg. %	K.C./ Okla. %
From Army	19.2	12.3	34.8	15.2	9.0	12.4	10.0	16.0	13.2	22.3	34.2	19.4	20.5	25.5
From Navy	18.2	7.9	22.5	16.0	25.0	20.9	18.8	23.9	12.3	25.3	14.3	33.9	29.1	29.2
From Marine Corps	23.5	35.1	16.4	24.8	31.8	20.2	14.3	29.2	13.1	20.8	11.9	35.8	25.9	35.9
From Air Force	14.2	16.5	21.5	11.0	6.3	5.9	5.4	12.7	-	10.1	9.3	25.5	24.7	23.2

Base: Male Respondents Having Recruiter Contact with Specific Service Recruiter

Source: Question 9e

Response Alternatives: All the information you wanted
Most of it
Very little

2.7 Other Activities Concerning Enlistment

An individual who is interested or potentially interested in joining the military can obtain information and advice from a number of other sources besides a recruiter. Survey respondents were asked whether or not they had spoken to selected sources within the past six months about future military service. In addition, they were questioned about whether or not in the past six months they had taken a military aptitude test, solicited information by mail, or had been physically or mentally tested at a military examining station. Table 2.10 summarizes the responses about these activities designed to obtain information and counsel about military service.

Comparing the total U.S. percentages in the table with previous waves discloses a close resemblance, with none of the percentages differing by more than 4 or 5 points. Relative to Fall 1979, the sharpest changes are increases in talking with parents (+4.2%) and talking with teacher or guidance counselor (+3.9%).

Reflecting their propensity figures, youth in certain regions exhibited consistently higher or lower than average rates of information-seeking. The Philadelphia, Des Moines, and especially New York City areas tended to score lower than average in three or more categories, while the Florida area and especially the Alabama/Mississippi/Tennessee region were regularly higher. The Great Lakes and Upper Midwest locations also displayed generally lower than average rates of other enlistment-related activities, and as expected, the Southern areas tended to score higher.

TABLE 2.10

OTHER ACTIVITIES CONCERNING ENLISTMENT

MALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimates

Percent Answering "Yes"	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ N.D./ S.D. %	Tex. %	So. Cal./ Ariz. %	No. Cal. %
Talked with friends in or out of service	35.4	19.5	37.6	34.3	40.5	46.3	42.0	40.2	30.9	39.0	33.5	32.3	30.6	27.8
Talked with one or both parents	35.3	24.6	42.1	37.6	40.0	43.9	43.7	33.3	28.4	36.2	35.3	33.7	29.7	32.1
Talked with girlfriend or wife	18.2	12.7	17.8	21.0	19.3	16.3	24.6	13.2	18.5	16.5	19.2	19.3	16.9	14.4
Took aptitude test in high school given by Armed Services	15.6	6.4	18.1	9.7	13.7	19.8	25.8	8.1	6.8	9.3	17.9	19.2	17.9	17.1
Asked for information by mail	10.8	7.9	10.0	11.2	15.7	13.9	18.0	9.5	10.8	9.6	8.1	7.5	8.0	8.6
Talked with guidance counselor	9.0	5.9	12.3	9.2	13.7	14.2	13.8	10.0	5.8	10.1	7.9	4.3	10.9	7.1
Talked with teacher	8.1	3.4	6.1	6.0	12.5	11.4	11.6	11.9	6.4	9.4	5.5	6.3	10.9	7.1
Physically or mentally tested at military examining station	4.6	.8	7.3	3.0	4.3	4.4	4.5	6.4	5.3	5.2	2.1	4.9	4.9	5.0
Made toll-free call to get information	2.7	1.5	2.0	2.8	3.9	5.1	4.4	2.3	3.6	1.1	1.0	3.2	3.7	1.9

Base: All Male Respondents

Source: Question 8c

TABLE 2.10

OTHER ACTIVITIES CONCERNING ENLISTMENT

MALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimates

Percent Answering "Yes"	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des-Mns. %	Wis. %	N.M./ Col./ Wyo. %	Wash./ Oreg. %	K.C./ Okla. %
Talked with friends in or out of service	35.4	27.4	34.8	37.1	40.0	42.5	44.4	34.9	40.1	39.0	27.9	[illegible]	35.4	37.1
Talked with one or both parents	35.3	28.2	35.4	33.2	38.9	36.9	39.3	33.5	37.8	31.6	30.4	41.7	34.4	39.5
Talked with girlfriend or wife	18.2	14.1	17.1	15.2	21.9	22.5	24.0	14.5	22.7	15.9	18.4	21.2	14.0	22.8
Took aptitude test in high school given by Armed Services	15.6	9.0	15.0	19.0	17.4	22.3	27.6	20.0	17.7	9.4	16.6	10.4	12.7	9.1
Asked for information by mail	10.8	9.7	10.6	10.4	13.8	13.7	11.4	11.9	9.3	7.9	9.5	10.8	9.3	12.0
Talked with guidance counselor	9.0	9.2	11.1	11.5	12.3	6.4	6.7	5.9	7.3	7.0	8.1	7.0	8.8	5.5
Talked with teacher	8.1	4.5	6.6	3.2	13.8	14.2	8.7	5.8	5.7	4.4	5.3	9.4	8.0	7.4
Physically or mentally tested at military examining station	4.6	6.1	3.7	2.6	3.5	4.4	3.0	9.5	2.7	2.4	3.1	5.7	5.4	4.6
Made toll-free call to get information	2.7	3.6	2.9	3.6	3.3	1.2	3.6	2.5	1.4	1.5	1.4	2.8	2.6	1.3

Base: All Male Respondents

Source: Question 8c

2.8 Perceived Difficulty of Finding a Job

Previous reports have suggested that labor market factors can have a direct effect on recruiting efforts. When unemployment is high, it appears that a greater number of young males consider enlisting in the service. By contrast, when "times are good," the military alternative grows less attractive. Since it is not the actual difficulty of finding work that affects career choices so much as perceptions of finding civilian employment, this study has tracked respondents' beliefs about getting full-time and part-time jobs in their respective area of the country.

As Table 2.11 shows, 39.4% answered that it would be "almost impossible" or "very difficult" to find a full-time job. This figure represents a sharp increase over the last two waves; the comparable percentages were 32.0% in the Spring 1980 survey and 28.9% in the Fall 1979 poll. Thus, about 10% more felt very pessimistic about finding a full-time job compared to one year earlier. The increase is statistically significant.

Mirroring actual unemployment statistics in these areas, pessimism was greatest in the Ohio, Pittsburgh, and Michigan/Indiana tracking areas. It was also significantly above the national average in Alabama/Mississippi/Tennessee and Wisconsin. Target market males were most hopeful about finding full-time employment in the Minnesota/Nebraska/North & South Dakota, Texas, Boston, South Carolina/Georgia, New Orleans and Des Moines tracking areas.

TABLE 2.11

PERCEIVED DIFFICULTY OF OBTAINING FULL TIME JOB

MALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimates

	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ N.D./ S.D. %	Tex. %	So. Cal./ Ariz. %	No. Cal. %
Almost impossible/ very difficult	39.4	41.4	37.7	38.9	33.5	35.0	47.2	54.8	50.1	38.2	24.8	29.4	38.5	38.[illegible]
Somewhat difficult/ not difficult at all	57.9	54.1	60.4	59.3	64.2	61.6	48.7	44.0	46.4	59.4	71.0	69.7	59.9	58.6
Don't know	2.7	4.5	1.9	1.8	2.3	3.5	4.1	1.2	3.4	2.4	4.3	0.8	1.6	3.[illegible]

Base: All Male Respondents

Source: Question 3e

TABLE 2.11

PERCEIVED DIFFICULTY OF OBTAINING FULL TIME JOB

MALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimates

	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des-Mns. %	Wis. %	N.M./ Col./ Wyo. %	Wash./ Oreg. %	K.C./ Okla. %
Almost impossible/ very difficult	39.4	45.4	29.7	51.9	39.7	31.3	27.8	39.7	43.4	29.2	46.1	34.7	37.3	39.7
Somewhat difficult/ not difficult at all	57.9	50.6	61.8	45.1	55.5	66.8	71.2	59.4	55.5	68.9	52.6	62.6	62.7	57.3
Don't know	2.7	3.9	8.5	3.1	4.8	1.9	1.0	.9	1.1	1.9	1.3	2.7	--	3.0

Base: All Male Respondents

Source: Question 31

As for perceptions about obtaining part-time employment, Table 2.12 displays a much lower amount of pessimism nationwide than for the expectation of finding a full-time job. In the former case, only 20% thought that it would be "almost impossible" or "very difficult." Nevertheless, even this figure represents a 4.3 percentage point increase compared to the Fall 1979 survey -- a change that is statistically significant. Thus, male youth interviewed in the most recent wave are feeling less sanguine about finding part-time work too.

Examining the responses region by region, respondents in the Philadelphia area showed the most negative sentiment toward finding a part-time job (31.1%); this differs significantly from the national average. On the optimistic side, the Minnesota/Nebraska/North and South Dakota, Northern California, and Des Moines tracking areas each scored below the national average, as youth in those locations were somewhat more optimistic about part-time employment.

The diminished expectations nationally about finding employment are consistent with the overall Fall-to-Fall increase in propensity.

TABLE 2.12

PERCEIVED DIFFICULTY OF OBTAINING PART TIME JOB

MALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

	Total U.S. %	NYC. %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mn./ In. %	Chi. %	Mn./ Nb./ N.D./ S.D. %	Tex. %	So. Cal./ Ariz. %	No. Cal. %
Almost impossible/ very difficult	20.0	25.1	17.0	19.8	15.5	15.2	24.1	21.4	21.0	19.3	12.6	17.8	19.9	14.8
Somewhat difficult/ not difficult at all	77.0	72.0	82.1	78.3	79.2	79.5	73.1	75.4	75.2	76.5	85.2	78.3	75.6	82.8
Don't know	3.0	2.9	.9	1.8	5.3	5.3	2.6	3.2	3.8	4.2	2.3	3.9	4.5	2.4

Base: All Male Respondents

Source: Question 3π

TABLE 2.12

PERCEIVED DIFFICULTY OF OBTAINING PART TIME JOB

MALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des-Mns. %	Wis. %	N.M./ Col./ Wyo. %	Wash./ Oreg. %	K.C./ Okla. %
Almost impossible/ very difficult	20.0	31.1	17.9	19.6	25.8	25.2	18.5	16.8	19.4	11.6	17.2	25.2	21.2	18.7
Somewhat difficult/ not difficult at all	77.0	64.6	79.7	78.1	70.5	73.3	79.4	80.7	79.0	87.4	79.4	73.7	77.8	77.8
Don't know	3.0	4.3	2.4	2.3	3.7	1.4	2.1	2.5	1.5	1.0	3.4	1.1	1.1	3.4

Base: All Male Respondents

Source: Question 3m

SECTION III

ANALYSIS OF TARGET MARKETS

SECTION III

Analysis Of Target Markets

For the convenience of the reader the background for the analyses discussed in this section is reprinted below from previous reports.

Through the use of the propensity measure we are, in effect, segmenting the pool of "military available" young men into those men who are likely to be more receptive to the military's recruiting efforts and those who will not. It is important to have an understanding of what is related to one man's willingness to consider the military as a career option and another man's exclusion of the service from his career options. Such an understanding should help the services maximize the effectiveness of their recruiting.

The present section first examines the relationship between propensity and a number of demographic, attitudinal, and behavioral factors. The intent of this analysis is to identify those factors that discriminate between positive and negative propensity groups and it is undertaken for propensity for military service in general as well as for the individual services.

The following variables are included in this analysis:

Demographic Variables

- Age (Qu. 3a)
- Employment Status (Qu. 3f, 3g, 3h)

- Race (Qu. 23)
- Educational Status (Qu. 3b, 3c, 3d, 3e)
- Education of Father (Qu. 18)

Importance of Job Characteristics (Qu. 10a)

Achievability of Job Characteristics (Qu. 10b)

Information Sources/Actions Taken

- Persons Spoken To/Actions Taken (Qu. 8c)
- Recruiter Contact (Qu. 8a, 9a, 9b, 9c, 9d, 9e, 9f)

Advertising Recall (Qu. 6a, 6b, 6c, 6d, 7)

Following this analysis of the positive and negative propensity groups, this section examines the demographic, attitudinal and behavioral characteristics of young men who have graduated from high school and are not currently attending school.

3.1 Probability of Serving

The criterion measure in this study is propensity. As discussed in Section I, propensity is the rated likelihood of enlisting and is measured on a four-point scale. Respondents who say they "definitely" or "probably" will enlist in a particular service are classified as having positive propensity for that service. Those who say they "probably will not" or "definitely will not" enlist are classified as having negative propensity for a particular service. By aggregating all of the respondents who express positive propensity for any one or more active duty services, the sample is dichotomized in terms of positive propensity and negative propensity individuals. This segmentation is the primary focus of this section.

The strength of respondents' enlistment intentions can be gauged by looking at the distribution of responses within the measure. In Table 3.1 the propensity measure is broken down into each of its response alternatives. The following conclusions can be drawn:

1. Across all four services, the vast majority of positive propensity responses fall into the category of probably will enter military service. Hence, among the majority of positive propensity respondents, the intention to enlist is, at best, tentative. This pattern of positive propensity responses has been consistent across services and across the 11 waves of this study.

2. The tentative nature of positive propensity is further underscored by the fact that only one-in-three positive propensity men indicate that they are "extremely" or "very likely" to enter the service. (Data not shown in table).

TABLE 3.1

DISTRIBUTION OF RESPONSES FOR MEASURE OF PROPENSITY

MALES

Response	Air Force %	Army %	Marine Corps %	Navy %
Definitely	2.4	1.6	1.0	1.6
Probably	16.2	11.5	9.7	11.6
Probably not	35.1	35.5	35.4	36.4
Definitely not	44.2	49.6	51.9	48.3
Don't know/not sure	2.1	1.9	1.9	2.2

Base: All Male Respondents
Source: Question 5a

3. In previous waves, the largest single category of negative enlistment intentions has consisted of respondents who said that they will definitely not enlist. This is still true for all of the services. In the Spring 1980 wave, the disparity between the two negative response categories narrowed. This suggested that strong negative feelings toward enlisting appeared to be softening. The Fall 1980 data reveal that the disparity is again increasing in a negative direction.

4. As in previous waves, there is a large group of young men who consider themselves as either probably likely or probably not likely to enlist. This apparent uncertainty in their attitudes toward military service may make this group susceptible to recruiting communications.

3.2 Demographic Variables

In each wave of this study, the positive and negative propensity groups have differed demographically. Table 3.2 profiles the two propensity groups in terms of 15 demographic characteristics. The positive and negative propensity groups differ significantly on all but one variable. The differences between the groups have been observed in each of the previous waves.

The two propensity groups differ as follows:

1. Positive propensity men tend to be younger. Although not shown in the table, the proportion of youth who express positive propensity decreases with increasing age.

2. Nearly twice as many positive propensity men report that they are unemployed and looking for work.

3. Blacks and other non-white male youth make up a larger proportion of the positive propensity group than they do of the negative propensity group.

4. Positive propensity youth are more likely to be in high school than their negative propensity counterparts. On the other hand, college students and high school graduates who are not currently in school are more likely to be in the negative propensity group.

5. Using father's education as an index of socio-economic status, it appears that positive propensity youth come from more modest socio-economic backgrounds. Father's education is explained below.*

6. As in previous waves, positive propensity youth tend to have weaker academic backgrounds and be less scientifically-oriented, as indicated by the quality index, their high school curricula, and their reported high school grades.

Table 3.3 profiles the demographic characteristics of the positive propensity groups for each of the four active-duty services and the Reserve components. Only the positive propensity profiles are shown since the negative propensity profiles resemble the overall negative propensity group shown in Table 3.2.

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* Education of fathers was measured on an eight-point scale.
1. Did not complete high school
2. Finished high school or equivalent
3. Adult education program
4. Business or trade school
5. Some college
6. Finished college (four years)
7. Attended graduate or professional school
8. Obtained a graduate or professional degree

TABLE 3.2

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY
DEMOGRAPHIC ANALYSIS+

MALES

Variable	Positive Propensity %	Negative Propensity %
Average age*	18.01	18.66
Not employed/looking for work	29.7	16.7
Blacks	14.5	6.9
Other non-white	6.1	4.8
Students	60.2	55.7
10th grade	8.2	4.2
11th grade	22.5	12.4
1-2 years of college	9.1	20.7
High school graduate, not in school	25.8	36.6
Education of father*	2.85	3.40
Quality index*	5.95	6.60
College preparatory curriculum in high school	34.9	49.8
Vocational curriculum in high school	47.9	33.2
Commercial/business curriculum in high school	14.1	15.2**
A's and B's in high school	19.9	31.7
Business math in high school	35.6	32.3
Computer science in high school	7.5	10.4
Calculus in high school	5.3	10.4
Physics in high school	10.2	17.3
Base:	(1534)	(3474)

* Mean scale values shown.

\+ The two groups differ significantly on all variables except where indicated.

** Not statistically significant.

TABLE 3.3

DEMOGRAPHIC ANALYSIS
POSITIVE PROPENSITY GROUPS+

INDIVIDUAL SERVICES

MALES

Variable	Air Force %	Army %	Marine Corps %	Navy %	National Guard %	Reserves %
Average age*	18.01	18.03	17.93	18.03	18.29	18.15
Not employed/looking for work	28.7	34.4	29.4	28.2	28.8	28.0
Blacks	13.3	18.0	16.4	11.6**	13.9	13.2
Other non-white	6.0**	5.9**	6.5**	6.7**	5.0**	6.4**
Students	62.4	56.7**	60.7**	61.9	55.6**	58.6**
10th grade	8.4	10.3	10.6	8.9	13.6	12.1
11th grade	21.7	21.8	24.3	22.2	35.0	35.0
1-2 years of college	10.4	5.9	7.7	9.2	19.3	19.8
High school graduate, not in school	26.9	23.6	22.5	26.8	30.8**	28.7
Education of father*	2.99	2.45	2.78	2.84	2.74	2.98
Quality index*	6.10	5.55	5.82	5.96	5.88	6.03
College preparatory curriculum in high school	37.1	27.8	32.3	35.6	33.8	38.5
Vocational curriculum in high school	45.7	54.8	52.2	46.6	48.6	45.4
Commercial/business curriculum in high school	14.3**	13.9**	12.8**	15.3**	14.4**	13.3**
A's and B's in high school	22.5	15.9	17.4	19.5	19.5	19.8
Business math in high school	38.1	33.9**	33.3**	35.1**	36.3*	34.6**
Computer science in high school	7.9**	5.8	6.0	5.4	7.3	7.2
Calculus in high school	5.7	3.5	5.9	4.2	6.7	6.8
Physics in high school	10.2	8.7	11.1	9.1	9.8	11.0
Base:	(940)	(658)	(543)	(662)	(965)	(1002)

* Mean scale values shown

\+ The positive propensity group for each service differs significantly from its corresponding negative propensity group on most variables, except where noted.

**Difference not statistically significant from corresponding negative propensity group.

The following conclusions can be drawn based on a statistical analysis of the data:

1. The positive propensity group for each of the services differs significantly from its corresponding negative propensity group on virtually all demographic variables.

2. The differences between the two propensity groups within each service parallel the differences between overall positive and negative propensity groups shown in Table 3.2

3. The positive propensity profiles of each active-duty service tend to be similar. As in the previous waves, it appears that the active-duty services are "drawing" from the same demographic pool of young men. The Reserve components, however, appear to be attracting a somewhat older group.

3.3 Importance of Job Characteristics

The following comments are repeated from previous reports for the convenience of the reader.

As a means of understanding respondents' job-decision-making processes better, they were asked to consider 15 job characteristics and to indicate the importance they attach to each. The job characteristics are those believed to be most salient to 16 to 21 year old youth when considering a job. Insofar as the services must compete with industry, as well as other areas of the public sector for manpower, it is essential that the "military job" encompass valued job attributes. Hence, this question provides important feedback to the services for purposes of developing effective recruiting strategies.

As shown in Table 3.4, both propensity groups attach some degree of importance to all 15 attributes. On a relative basis; both groups attach the most importance to "good income," "enjoy your job," and "job security." Likewise, both groups consider such attributes as "trains you for leadership," "provides men and women equal pay opportunities," and "provides money for education" to be relatively less important.

Relative to negative propensity men, positive propensity youth rated seven of the attributes as more important. The two groups differ the most on the issue of educational assistance and leadership training, with positive propensity men attaching more importance to these attributes. Negative propensity males attached more importance to "enjoy your job" than did positive propensity youth.

TABLE 3.4

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY
IMPORTANCE OF JOB CHARACTERISTICS*

MALES

Job Characteristics	Positive Propensity	Negative Propensity	Difference
Good Income	3.39	3.36	+0.03
Enjoy your job	3.37	3.43	-0.06**
Job security	3.35	3.34	+0.01
Teaches valuable trade/skill	3.34	3.23	+0.11**
Opportunity for advancement	3.30	3.30	----
Developing your potential	3.28	3.27	+0.01
Opportunity for a good family life	3.28	3.24	+0.04
Employer treats you well	3.26	3.25	+0.01
Retirement Income	3.25	3.13	+0.12**
Career you can be proud of	3.19	3.10	+0.09**
Gives you the job you want	3.18	3.18	----
Provides medical/dental benefits	3.14	2.99	+0.15**
Provides money for education	3.04	2.79	+0.25**
Provides men and women equal pay/ opportunity	2.96	2.79	+0.17**
Trains you for leadership	2.86	2.65	+0.21**
Base:	(1534)	(3474)	

Source: Question 10a

* Mean scale values shown

Scale Value: 4 = Extremely important
3 = Very important
2 = Fairly important
1 = Not important at all
Therefore, larger values indicate greater perceived importance. The two propensity groups differ significantly except where indicated.

** Statistically significant

Just as the individual services do not appear to differ with respect to the demographic profiles of their respective propensity groups, it also appears that each service also draws upon young men with similar job attribute values. A statistical analysis of the data reveals that differences between positive and negative propensity groups tend to be general and not service specific.

3.4 Achievability of Job Characteristics

The degree to which a job characteristic may serve as an inducement for enlistment is a function of how much importance a young man attaches to it and his perception of its achievability in the military. In each wave of this study respondents have been asked to rate each job characteristic in terms of whether it can be more readily achieved in military or civilian life. A five-point scale is used. An average rating less than 3.00 indicates that the job characteristic is perceived to be more achievable in the military; a rating above 3.00 indicates that the characteristic is perceived to be more achievable in a civilian job.

The job characteristic perception data are summarized in Table 3.5. For each job characteristic the positive propensity group perceived the military as better enabling achievement than did the negative propensity group. The two propensity groups differed the most on "gives you the job you want" and "enjoy your job."

The absolute levels of the perception data indicate the degree to which respondents perceive the job characteristic to be achievable in either the military or in a civilian job. The positive propensity group perceived four attributes to be more achievable in a civilian job: "employer treats you well," "good income," "opportunity for a good family life," and "enjoy your job."

The negative propensity group considered seven of the fifteen job characteristics as more achievable in the military. These were: "trains you for leadership," "provides

TABLE 3.5

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY
ACHIEVABILITY OF JOB CHARACTERISTICS*

MALES

Job Characteristics	Positive Propensity	Negative Propensity	Difference
Trains you for leadership	1.88	2.22	-0.34
Provides money for education	2.08	2.33	-0.25
Teaches valuable trade/skill	2.32	2.77	-0.45
Provides men & women equal pay/ opportunity	2.38	2.68	-0.30
Job security	2.49	2.75	-0.26
Provides medical & dental benefits	2.50	2.81	-0.31
Developing your potential	2.58	3.14	-0.56
Career you can be proud of	2.60	3.18	-0.58
Opportunity for advancement	2.62	3.06	-0.44
Retirement income	2.73	2.98	-0.25
Gives you the job you want	2.79	3.49	-0.70
Enjoy your job	3.23	3.83	-0.60
Opportunity for a good family life	3.40	3.91	-0.51
Good Income	3.47	4.01	-0.54
Employer treats you well	3.51	3.86	-0.35
Base:	(1534)	(3474)	

Source: Question 10b

* Mean scale values shown.

Scale Value:
5 = Much more likely in civilian
4 = Somewhat more likely in civilian
3 = Either civilian or military
2 = Somewhat more likely in military
1 = Much more likely in military

Therefore, a smaller value indicates relatively greater military likelihood. The two propensity groups differ significantly on all characteristics.

money for education," "provides men and women equal pay/ opportunity," "job security," "teaches valuable trade/skill," "provides medical and dental benefits," and "retirement income."

A statistical analysis of the perception data by positive and negative propensity groups within each active duty service indicates that the differences between the two groups are similar to those for overall positive and negative propensity.

As a means of identifying job characteristics with enlistment motivation potential, the relative importance and perceived attainability of each attribute can be considered together in the form of a two-by-two matrix. The analysis involves dividing the 15 job characteristics into two groups: those perceived to be more achievable in the military and those perceived by respondents to be more achievable in a civilian job. Next, within each group, the job characteristics are rank ordered in terms of their relative importance. The top seven attributes are those considered to be relatively important and the remainder are those that can be considered to be relatively less important.

This analysis is shown below, first for positive propensity respondents (see Figure 3.1) and then for negative propensity respondents (see Figure 3.2).

FIGURE 3.1

POSITIVE PROPENSITY RESPONDENTS

MALES

	More Achievable in Military*	More Achievable in Civilian Job**
Relatively Important	Job security Teaches valuable trade/skill Opportunity for advancement Developing your potential	Good income Enjoy your job Opportunity for good family life
Relatively Less Important	Retirement income Career you can be proud of Gives you the job you want Provides medical/dental benefits Provides money for education Provides men and women equal pay/opportunity Trains you for leadership	Employer treats you well

* Based on scores of less than 3.0 on the job characteristic achievability scale (See Table 3.5)

**Based on scores of 3.0 or higher on the job characteristic achievability scale (See Table 3.5)

FIGURE 3.2

NEGATIVE PROPENSITY RESPONDENTS

MALES

	More Achievable in Military*	More Achievable in Civilian Job**
Relatively Important	Job security	Enjoy your job Good income Opportunity for advancement Developing your potential Employer treats you well Opportunity for good family life
Relatively Less Important	Teaches valuable trade/skill Retirement income Provides medical/ dental benefits Provides money for education Provides men and women equal pay/ opportunity Trains you for leadership	Gives you the job you want Career you can be proud of

* Based on scores of less than 3.0 on the job characteristic achievability scale (See Table 3.5)

**Based on scores of 3.0 or higher on the job characteristic achievability scale (See Table 3.5)

Positive propensity males consider three valued job characteristics to be relatively more attainable in a civilian job. These attributes were: "good income," "enjoy your job," and "opportunity for good family life." These job attributes represent advertising and recruiting opportunities.

Negative propensity males perceived six valued job characteristics as relatively more attainable in a civilian job. In addition to the three mentioned by positive propensity youth, these young men also considered "developing your potential," "opportunity for advancement," and "employer treats you well" as important and more likely to be realized in the civilian job market. With respect to negative propensity men, these six job characteristics represent advertising and recruiting opportunities.

All in all, the patterns of job characteristic attitudes and perceptions among both propensity groups have been consistent across time.

3.5 Information Sources, Actions Taken, Advertising Recall, Recruiter Contact, Influencers

The decision whether or not to enlist presumably involves the consideration of many items of information. This information can come from many sources. The receipt of this information may involve self-initiated activities such as calling a toll-free number. In other cases, the individual may be a passive recipient of the information (e.g., advertising). An analysis of this information-receipt process provides insight into enlistment propensity.

With the above in mind, Table 3.6 summarizes the information-oriented activities of positive and negative propensity men. Throughout this series of studies, the two propensity groups have differed significantly on most of these measures. The Fall 1980 wave is no exception. The following conclusions can be drawn from Table 3.6:

1. Positive propensity men are more likely than negative propensity men to have discussed military service with parents, friends and other influential people. The two groups, however, do not differ with respect to the one activity that they cannot directly control -- receiving direct mail recruiting literature.

2. Compared to their negative propensity counterparts, positive propensity men are more likely to have requested service information either by mail or telephone and to have been physically and mentally tested by the services.

3. The two propensity groups do not differ with respect to their recall of Air Force, Army and Joint Services advertising.

TABLE 3.6

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY
INFORMATION SOURCES, ACTIONS TAKEN, ADVERTISING RECALL

MALES

	Positive Propensity %	Negative Propensity %	Statistically Significant
Information Sources (Qu. 8c)			
Talked with one or both parents	58.0	24.8	Yes-higher
Talked with friends now or formerly in service	52.4	27.5	Yes-higher
Received recruiting literature in the mail	49.2	49.7	No
Talked with girlfriend or wife	32.1	12.1	Yes-higher
Talked with teacher or guidance counselor	23.4	8.5	Yes-higher
Actions Taken (Qu. 8c)			
Asked for information by mail	22.5	5.5	Yes-higher
Took aptitude test in high school given by Armed Services	19.0	14.1	Yes-higher
Physically or mentally tested at military examining station	8.1	3.0	Yes-higher
Made toll-free call to get information	4.8	1.8	Yes-higher
Advertising Recall: Recall Seeing/Hearing (Qu. 6a)*			
Air Force	64.7	66.3	No
Army	78.8	76.9	No
Marine Corps	75.1	68.2	Yes-higher
Navy	65.6	72.7	Yes-lower
Joint Services Campaign	64.1	68.3	No
Base:	(1534)	(3474)	

* Base: Male Respondents Asked Question for Specific Service

Table 3.7 compares the two propensity groups in terms of five dimensions of recruiter contact. Across time the pattern of these measures has been consistent. The Fall 1980 data are summarized below.

1. Positive propensity males are more likely than others to report having been in contact with a service recruiter at some time in the past.

2. With respect to the type of recent recruiter contact experienced, the two groups differ on all four types of contact.

3. Greater proportions of positive propensity males who had contact with a recruiter reported that the contact was self-initiated. The differences across all four services are statistically significant.

4. The two propensity groups do not differ with respect to the perceived adequacy of the recruiter information.

5. About twice as many positive propensity men said that they felt more favorable about military service after talking to a service recruiter.

TABLE 3.7

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY
RECRUITER CONTACT

MALES

	Positive Propensity %	Negative Propensity %	Statistically Significant
Recruiter Contact: (Qu. 8a & 9a)			
Past 6 months - any service	34.2	22.3	Yes-higher
Ever - any service	56.8	48.8	Yes-higher
Type of Recruiter Contact in Past 6 Months (Qu. 8b)			
Talked face-to-face (not at station)	17.9	7.4	Yes-higher
Heard recruiter talk at high school	17.3	8.5	Yes-higher
Talked to recruiter by telephone	17.6	12.6	Yes-higher
Went to recruiting station	13.4	4.4	Yes-higher
Recruiter Contact Initiated by Respondent (Qu. 9d)*			
Air Force	49.7	34.5	Yes-higher
Armyhigher	39.7	19.9	Yes-higher
Marine Corps	39.4	27.4	Yes-higher
Navy	43.1	27.2	Yes-higher
Recruiter Information Considered Adequate (Qu. 9e)*			
Air Force	82.4	87.9	No
Army	78.1	82.2	No
Marine Corps	77.3	78.4	No
Navy	82.0	83.1	No
Felt More Favorable About Joining After Talking to (Service) Recruiter (Qu. 9f)*			
Air Force	41.0	26.0	Yes-higher
Army	30.2	12.6	Yes-higher
Marine Corps	31.3	15.0	Yes-higher
Navy	41.9	18.4	Yes-higher
Base:	(1534)	(3474)	

* Base: Male Respondents Asked Question for Specific Service

3.6 Relationship Between Propensity and Recruiter Contact

The most direct means of informing young men about military service is through recruiter contact. Through information provided by the service recruiters, young men become more and better informed about the all-volunteer force. In turn, this may positively or negatively influence their attitudes toward military service. The causal relationship between enlistment propensity and recruiter contact, however, cannot be determined by this study.

Table 3.8 relates enlistment propensity for each service to contact with a recruiter from that service. The proportion of respondents who expressed positive propensity for a particular service and who also reported having had contact with a recruiter from that service ranges from 20.7% (Marine Corps) to 31.7% (Army). In all cases, the corresponding figures among negative propensity men are significantly lower.

TABLE 3.8

EVER HAD CONTACT WITH RECRUITER FROM SPECIFIC SERVICE
RELATED TO PROPENSITY FOR THE SAME SERVICE*

MALES

	Propensity for Individual Service		
	Positive	Negative	Difference
	%	%	%
Contact With Recruiter From			
Air Force	20.9	10.8	+10.1
Army	31.7	21.8	+9.9
Marine Corps	20.7	12.8	+7.9
Navy	26.1	13.4	+12.7

* Base: The Appropriate Male Positive and Negative Propensity Groups for Each Service

Source: Question 9b

3.7 Enlistment Decision Process

The four active duty services appear to be drawing from a common pool of "military available" males rather than from distinct segments. This hypothesis, first posed in earlier waves, still appears to be tenable. Table 3.9 shows that positive propensity individuals, on the average, felt positive about two or more services. For example, over one-half (55.1%) of the young men who expressed positive propensity for the Army also expressed positive propensity for the Air Force. In addition, it should be pointed out that the proportions of young men who have positive propensity for the Army, Marine Corps, and/or Navy and also express positive propensity for the Air Force have increased from seven to nine percentage points compared to the previous two waves. This suggests that the Air Force is providing more competition to the other three services for available manpower.

The conclusion drawn from Table 3.9 is consistent with the findings that the service propensity groups tend to be similar with respect to demographic variables and job characteristic perceptions. It has been reasoned in earlier reports that the enlistment decision involves a two-step process. First the individual decides upon the military and then chooses among the different services. This is like the marketing paradigm where the consumer chooses to buy the product and then chooses among alternative brands. The Fall 1980 data support this notion.

TABLE 3.9

EXTENT TO WHICH PROSPECTS SHOW POSITIVE PROPENSITY FOR MORE THAN ONE SERVICE

MALES

	Air Force %	Army %	Marine Corps %	Navy %
Also Show Positive Propensity for These Services:				
Air Force	100.0	55.1	57.9	60.5
Army	38.6	100.0	54.3	41.4
Marine Corps	33.5	44.8	100.0	39.0
Navy	42.6	41.7	47.5	100.0
Average Number of Active Duty Services	2.14	2.41	2.60	2.40
Base:	(940)	(658)	(543)	(662)

Source: Question 5

3.8 High School Graduates Not in School

As stated in previous reports, the all-volunteer force requires people who have the maturity and educational abilities necessary to operate increasingly more sophisticated weapons and systems. Accordingly, the services are particularly interested in attracting high school graduates who are not pursuing any additional formal education. Compared to high school dropouts, they tend to be more mature and mentally capable. In addition, they are more likely than others to be responsive to the vocational training offered by the services.

Over the years, the all-volunteer force has had difficulty attracting high school graduates. More recently, however, the proportion of enlistees with high school diplomas has begun to increase. To help the services attract high school graduates, this series of studies has examined the demographics and enlistment-oriented attitudes and behavior of high school graduates not in school. The following is a discussion of this group as they appear in the Fall 1980 wave.

In the Fall 1980 wave, 33.2% of the sample are individuals who have graduated from high school and are not currently in school. Tables 3.10 and 3.11A to 3.11E examine this group in terms of their demographic characteristics, attitudes, and behavior vis-a-vis the total sample. The following conclusions can be drawn about this group:

1. The group of high school graduates who are not in school are below the U.S. averages for 16 to 21 year old males with respect to the following demographic characteristics: not employed and looking for work, Black and other non-white, father's education, mental abilities, having taken a college

preparatory curriculum in high school, reported high school grades, and having taken physics in high school. At the same time, they are above average with respect to having taken a vocational or commercial high school curriculum and business math.

2. Their propensity to serve in each of the active duty services is below the U.S. averages.

3. Despite this group's lower stated enlistment propensity, they are on par with the U.S. averages with respect to having talked to influential others about military service. However, they are below average with respect to reporting that they have received recruiting literature in the mail and having asked for information by mail. With respect to taking the ASVAB, they are above average.

4. The high school graduate group is above the U.S. average with respect to reported recruiter contact (ever). This may reflect service recruiters' interest in this subgroup. High school graduates, however, do not differ from others with respect to reported self-initiated recruiter contact.

5. This target market is more likely than others to feel that information provided by Navy recruiters was adequate. With respect to the other services, they are on par with the U.S. averages on this measure. This group is less likely than others to feel more favorable about joining the military after talking to Army and Navy recruiters.

6. High school graduates are on par with U.S. averages with respect to recalling service advertising in all but one case. The exception is Air Force advertising for which they are below average.

7. Individuals in the high school graduate subgroup attach below-average importance to "provides money for education." On the other hand, they attach above-average importance to three job characteristics: "job security," "provides medical and

> dental benefits," and "employer treats you well." With respect to "employer treats you well," they also are above-average with respect to perceiving that this attribute is more attainable in a civilian job. As such, this may represent a recruiting opportunity.

The Fall 1980 profile of high school graduates who are not in school is consistent with profiles developed in previous waves. In general, this subgroup tends to be on par with national averages. The deviations observed tend to suggest that this group is less favorably disposed toward military service. Both facts together reveal few, if any, unique recruiting opportunities for this group.

TABLE 3.10

DEMOGRAPHIC ANALYSIS OF HIGH SCHOOL GRADUATES NOT IN SCHOOL

MALES

Variable	Not in School/ High School Graduates %	Total Sample %	Statistically Significant+
Not employed/looking for work	12.6	20.7	Yes - lower
Blacks	7.3	9.2	Yes - lower
Other non-white	4.0	5.2	Yes - lower
Education of father*	2.83	3.24	Yes - lower
Quality index*	6.28	6.39	Yes - lower
College preparatory curriculum in high school	35.0	45.2	Yes - lower
Vocational curriculum in high school	45.2	37.7	Yes - higher
Commercial/business curriculum in high school	17.5	14.9	Yes - higher
A's and B's in high school	21.5	28.0	Yes - lower
Business math in high school	42.0	33.4	Yes - higher
Computer science in high school	9.5	9.5	No
Calculus in high school	7.7	8.8	No
Physics in high school	12.3	15.2	Yes - lower
Base:	(1695)	(5108)	

* Mean scale values shown

\+ Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than the U.S. estimate.

TABLE 3.11A

ATTITUDINAL/BEHAVIORAL ANALYSIS OF
HIGH SCHOOL GRADUATES NOT IN SCHOOL

JOB CHARACTERISTIC ATTITUDES*

MALES

	High School Graduates	Total Sample	Statistically Significant+
Relative Importance of Job Characteristics			
Enjoy your job	3.42	3.41	No
Job security	3.39	3.34	Yes-higher
Good income	3.37	3.37	No
Opportunity for advancement	3.33	3.30	No
Employer treats you well	3.30	3.25	Yes-higher
Developing your potential	3.30	3.27	No
Teaches valuable trade/skill	3.29	3.26	No
Opportunity for good family life	3.27	3.25	No
Retirement income	3.18	3.17	No
Gives you the job you want	3.14	3.18	No
Provides medical and dental benefits	3.13	3.04	Yes-higher
Career you can be proud of	3.09	3.13	No
Equal pay and opportunity	2.83	2.84	No
Provides money for education	2.78	2.86	Yes-lower
Trains you for leadership	2.70	2.71	No
Base:	(1695)	(5108)	

Source: Question 10a

* Mean scale values shown

Scale Value: 4 = Extremely important
3 = Very important
2 = Fairly important
1 = Not important at all
Therefore, a larger value indicates greater perceived importance.

+ Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than the U.S. estimate.

TABLE 3.11B

ATTITUDINAL/BEHAVIORAL PROFILE OF
HIGH SCHOOL GRADUATES NOT IN SCHOOL

JOB CHARACTERISTIC PERCEPTIONS*

MALES

	High School Graduates	Total Sample	Statistically Significant+
Achievability of Job Characteristics			
Good income	3.89	3.85	No
Employer treats you well	3.80	3.75	Yes-higher
Opportunity for good family life	3.78	3.76	No
Enjoy your job	3.72	3.64	Yes-higher
Gives you the job you want	3.34	3.28	No
Career you can be proud of	3.07	3.00	No
Developing your potential	3.00	2.97	No
Opportunity for advancement	2.96	2.93	No
Retirement income	2.85	2.91	No
Provides medical and dental benefits	2.73	2.72	No
Job security	2.64	2.67	No
Teaches valuable trade/skill	2.72	2.64	Yes-higher
Equal pay and opportunity	2.57	2.59	No
Provides money for education	2.17	2.25	Yes-lower
Trains for leadership	2.16	2.12	No
Base:	(1695)	(5108)	

Source: Question 10b

* Mean scale values shown.

Scale Value:
5 = Much more likely in civilian
4 = Somewhat more likely in civilian
3 = Either civilian or military
2 = Somewhat more likely in military
1 = Much more likely in military
Therefore, a smaller value favors the military.

+ Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than the U.S. estimate.

TABLE 3.11C

ATTITUDINAL/BEHAVIORAL ANALYSIS OF
HIGH SCHOOL GRADUATES NOT IN SCHOOL

PROPENSITY TO SERVE IN THE MILITARY, INFORMATION SOURCES, ACTIONS TAKEN

MALES

	Not In School/ High School Graduates	Total Sample	Statistically Significant+
	%	%	
Positive Propensity (Qu. 5a)			
Air Force	15.1	18.6	Yes-lower
Army	9.3	13.0	Yes-lower
Marine Corps	7.3	10.8	Yes-lower
Navy	10.6	13.1	Yes-lower
Information Sources (Qu. 8c)			
Talked with friends now or formerly in service	37.8	35.4	No
Talked with one or both parents	32.7	35.3	No
Talked with girlfriend or wife	20.4	18.2	No
Talked with teacher or guidance counselor	11.3	13.2	No
Received recruiting literature in the mail	49.6	53.0	Yes-lower
Actions Taken (Qu. 8c)			
Took aptitude test in high school given by Armed Services	18.5	15.6	Yes-higher
Asked for information by mail	9.1	10.8	Yes-lower
Physically or mentally tested at military examining station	5.8	4.6	No
Made toll-free call to get information	2.5	2.7	No
Base:	(1695)	(5108)	

+ Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than the U.S. estimate.

TABLE 3.110

ATTITUDINAL/BEHAVIORAL PROFILE OF
HIGH SCHOOL GRADUATES NOT IN SCHOOL

RECRUITER CONTACT

MALES

	High School Graduates %	Total Sample %	Statistically Significant+
Recruiter Contact: (Qu. 8a & 9a)			
Past 6 months - any service	24.5	26.0	No
Ever - any service	56.6	49.0	Yes-higher
Recruiter Contact Initiated by Respondent (Qu. 9d)*			
Air Force	37.6	40.3	No
Army	25.3	27.1	No
Marine Corps	32.5	32.1	No
Navy	31.1	33.2	No
Recruiter Information Considered Adequate (Qu 9e)*			
Air Force	88.0	85.8	No
Army	81.8	80.6	No
Marine Corps	73.8	76.5	No
Navy	86.4	81.8	Yes-higher
Felt More Favorable About Joining After Talking to (Service) Recruiter (Qu. 9f)*			
Air Force	32.5	31.8	No
Army	14.2	18.7	Yes-lower
Marine Corps	16.7	21.3	No
Navy	21.2	27.3	Yes-lower
Base:	(1695)	(5108)	

* Base: Male Respondents Having Contact with Specific Service

\+ Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than the U.S. estimate.

TABLE 3.11E

ATTITUDINAL/BEHAVIORAL ANALYSIS OF
HIGH SCHOOL GRADUATES NOT IN SCHOOL

ADVERTISING RECALL

MALES

	High School Graduates %	Total Sample %	Statistically Significant+
Advertising Recall: % Recall Seeing/Hearing			
Air Force	56.8	65.5	Yes-lower
Army	79.2	77.3	No
Marine Corps	68.6	70.4	No
Navy	69.5	70.4	No
Joint Services Campaign	68.5	67.6	No

Base: Male Respondents Asked Question for Specific Service

Source: Question 6a

+ Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than the U.S. estimate.

SECTION IV

ADVERTISING AWARENESS

SECTION IV

Advertising Awareness

The services use many different forms of advertising to attract volunteer enlistments. This advertising has been presented as individual service campaigns and, in recent years, as a joint service campaign. The tracking study is a convenient vehicle for measuring awareness and recall of this advertising because it provides the services with important feedback on its relative effectiveness. Starting in the Spring 1977 wave, respondents have been asked what they remember about the advertising for each of the active duty services, and since the Fall of 1978 wave, respondents have been asked a similar question with respect to the joint services advertising campaign. In the Fall 1979 wave and in the present wave, respondents have also been asked to associate service slogans with the appropriate source (i.e., the four active duty services and the joint campaign). A discussion of the Fall 1980 advertising data follows.

4.1 Top-of-the-Mind Awareness of Specific Services

One indicator of advertising effectiveness is initial, unprompted associations with a given concept. This "top-of-the-mind" awareness was measured by asking respondents to mention which branch of the service they thought of first when the terms "Armed Forces" or "Military" are mentioned. They were then asked if any other services come to mind.

Table 4.1 shows the proportions indicating each branch of service in their answers. The Army received the largest proportions of first mentions (38.8%), with the Air Force second (27.0), and the Navy (15.2%) and Marine Corps (13.2%) in third and fourth place, respectively. As for mentioning the branch in any of the responses (all combined mentions), the same order pertains, but here the Navy scored much closer to the Army and Air Force -- all in the range of 71-75%. The Marine Corps was mentioned by 58.7%, and the Coast Guard by only 12.4%. This pattern is fairly consistent with previous surveys.

Table 4.2 examines the relationship between the first branch of service mentioned and propensity to join that service. The circled numbers represent the percentages of respondents with a positive propensity for each service who mention that respective branch first. In each case, at least a plurality of those with a positive propensity report that branch as their first association. Roughly half of those with a positive propensity for the Army or Air Force reported that service as their first association, slightly more than one-third of those positively inclined toward the Navy or Marine Corps thought of that branch first. The pattern is again very similar to those of previous waves.

TABLE 4.1

BRANCH OF SERVICE NAMED IN RESPONSE TO "ARMED SERVICES"

MALES

	Percent of Respondents Who Mentioned Specific Services			
	First Mention	Second Mention	All Other Mentions	All Mentions Combined
	%	%	%	%
Service Mentioned				
Air Force	27.0	21.4	24.5	72.3
Army	36.3	19.7	16.5	74.5
Marine Corps	13.2	18.1	28.2	58.7
Navy	15.2	30.6	25.6	70.7
Coast Guard	1.6	2.0	9.0	12.4
None	4.2	4.0	18.9	26.6

Base: All Male Respondents

Source: Questions 4a, 4b and 4c

TABLE 4.2

RELATIONSHIP OF BRANCH OF SERVICE FIRST ASSOCIATED WITH "ARMED SERVICES" AND PROPENSITY*

MALES

	Air Force		Army		Marine Corps		Navy	
	Positive Propensity	Negative Propensity	Positive Propensity	Negative Propensity	Positive Propensity	Negative Propensity	Positive Propensity	Negative Propensity
	%	%	%	%	%	%	%	%
First Association								
Air Force	49.1	21.1	21.9	27.7	19.6	27.9	23.7	27.5
Army	24.5	42.3	51.7	36.9	29.4	40.1	25.5	41.0
Marine Corps	10.5	13.6	12.2	13.1	35.5	10.2	10.7	13.4
Navy	15.0	15.8	11.8	15.9	12.1	15.7	36.1	12.0

Base: All Male Respondents

Source: Question 4a

* The magnitude of the relationship between positive propensity and first association is limited because (1) the positive propensity group of each service consists of individuals with positive propensity for other services and (2) respondents can only give one first association.

In terms of the difference in percentage of first mentions of positive versus negative propensity youth within each service,. the Marine Corps and Navy do best: three times as many positively inclined males specify these services as their respective negative propensity counterparts. The comparable disparities for the Air Force and Army are not as great.

4.2 Advertising Content Recall

Awareness of advertising was measured by asking respondents to recall everything they remember having heard or seen in advertising for a specific active duty service or about the joint services campaign. Each respondent was asked about only one source of advertising by using different, randomly assigned versions of the questionnaire.

The levels of advertising awareness for each service since the Spring 1977 wave are summarized in Table 4.3. Data on the Joint Services campaign are shown only for the last five waves, as this campaign began in 1978.

The table indicates substantial increases in recall over the 3½ year tracking period for each active duty service, and a similar increase for the two-year Joint Services campaign. Army recall displayed the strongest increase (38.0%), while the Navy showed the smallest proportionate gains (27.3%) during the period charted.

Changes during the past year were much less dramatic, as recall apparently has stabilized. The proportions recalling advertising for the Air Force, Army and Marine Corps have varied by less than plus or minus three percent between Fall 1979 and Fall 1980, which is within the bounds of sampling error. Navy advertising recall declined by slightly more than 3% within the last year, and recall of the joint services campaign increased by about 6%. The latter two changes are statistically significant.

TABLE 4.3

RECALL OF SERVICE ADVERTISING
SPRING 1977 - FALL 1980 SUMMARY

	Spring '77	Fall '77	Spring '78	Fall '78	Spring '79	Fall '79	Spring '80	Fall '80	Increase Spring '77-Fall '80*
	%	%	%	%	%	%	%	%	%
Air Force	49.2	59.1	54.8	60.3	62.2	65.0	66.6	65.5	+33.1
Army	56.0	64.4	66.3	70.4	74.0	78.1	80.8	77.3	+38.0
Marine Corps	52.1	63.0	59.9	65.1	66.0	69.6	70.6	70.4	+35.1
Navy	55.3	62.0	58.1	63.9	71.5	73.6	70.[illegible]	70.4	+27.3
Joint Services	--	--	--	53.1	66.2	62.0	68.5	67.6	+27.3**

Source: Question 6a

* Represents the Spring '77 - Fall '80 difference as a percentage of the Spring '77 figure

** Represents the Fall '78 - Fall '80 difference as a percentage of the Fall '78 figure, since no data were collected prior to Fall '78

In terms of absolute levels of recall in the latest survey, the Army leads with 77.3%, followed by the Navy and the Marine Corps campaigns with 70.4%; next highest is the joint services advertising at 67.6% and awareness of Air Force advertising at 65.5%.

Respondents' "open-ended" answers to the recall question have been coded into a set of categories to facilitate interpretation and comparisons through time. The data for each advertising source are shown in Table 4.4.

The following conclusions can be drawn from the data in Tables 4.4A - 4.4E:

1. As noted, overall advertising awareness for the Air Force changed hardly at all during the past year with just under two-thirds reporting that they had seen or heard anything. The proportions who had not seen or heard Air Force advertising or who could not recall the content remained quite stable relative to the previous Fall.

   Two specific messages or images did, however, achieve statistically significant increases: "best service/praised service," by 3.7 percentage points; and the "equipment without men" response, by 3.1 percentage points. "Opportunities," on the other hand, decreased significantly. The content recalled more frequently than any other in Fall 1980 was the opportunity to teach or learn a trade (mentioned by 8.5%), although it was not significantly different from the previous year.

RECALL OF ADVERTISING FOR THE AIR FORCE

MALES

	Fall '79	Fall '80	Fall '79-'80 Change	Statistically Significant
	%	%	%	
Have Seen/Heard Advertising	65.0	65.5	+0.5	No
Teaching/learning a trade	7.7	8.5	+0.8	No
Equipment without men	4.8	7.9	+3.1	Yes-higher
Men with equipment	7.7	6.4	-1.3	No
Want you to join/enlist	5.6	6.4	+0.8	No
Best service/praised service	2.1	5.8	+3.7	Yes-higher
Variety of jobs	3.6	5.1	+1.5	No
Educational benefits	5.4	4.6	-0.8	No
Opportunities	5.1	2.9	-2.2	Yes-lower
Travel/see the country/world	3.9	2.8	-1.1	No
Good pay/good starting pay	2.9	1.8	-1.1	No
Men in uniform	1.0	1.5	+0.5	No
Slogans (e.g., Fly with the Air Force)	1.9	1.3	-0.6	No
Adventure	1.5	1.1	-0.4	No
Men in training	1.0	1.1	+0.1	No
Fun/recreation	0.6	0.7	+0.1	No
Men with flag	0.1	----	-0.1	No
Other benefits (e.g., health)	2.0	1.4	-0.6	No
Other miscellaneous mentions	6.9	6.9	----	No
Don't recall content	28.9	27.4	-1.5	No
Have Not Seen/Heard Advertising	35.0	34.5	-0.5	No
Base:*	(999)	(1003)		

Source: Question 6a

* The reduced bases reflect the fact that each male respondent was asked the advertising question for only one of the four military services, or for the joint advertising.

TABLE 4.4B

RECALL OF ADVERTISING FOR THE ARMY

MALES

	Fall '79	Fall '80	Fall '79-'80 Change	Statistically Significant
	%	%	%	
Have Seen/Heard Advertising	78.1	77.3	-0.8	
Want you to join/enlist	10.7	13.8	+3.1	No
Teaching/learning a trade	11.4	12.6	+1.2	Yes-higher
Educational benefits	7.2	7.6	+0.4	No
Travel/see the country/world	9.1	6.5	-2.6	No
Variety of jobs	6.0	6.5	+0.5	Yes-lower
Men with equipment	4.2	6.1	+1.9	No
Slogans (e.g., Uncle Sam needs you)	5.3	5.3	----	No
Men in training	4.3	4.5	+0.2	No
Opportunities	6.1	3.9	-2.2	No
Men in uniform	1.7	3.7	+2.0	Yes-lower
Good pay/good starting pay	3.5	3.7	+0.2	Yes-higher
Adventure	3.6	3.6	----	No
Best service/praised service	1.8	2.3	+0.5	No
Fun/recreation	1.0	2.0	+1.0	No
Equipment without men	1.5	1.5	----	No
Men with guns	0.4	0.3	-0.1	No
Other benefits (e.g., health)	4.0	2.4	-1.6	No
Other miscellaneous mentions	12.9	9.5	-3.4	No
Don't recall content	23.6	26.4	+2.8	Yes-lower
				Yes-higher
Have Not Seen/Heard Advertising	21.9	22.7	+0.8	No
Base:*	(1074)	(1029)		

Source: Question 6a

* The reduced bases reflect the fact that each male respondent was asked the advertising question for only one of the four military services, or for the joint advertising.

TABLE 4.4C

RECALL OF ADVERTISING FOR THE MARINE CORPS

MALES

	Fall '79 %	Fall '80 %	Fall '79-'80 Change %	Statistically Significant
Have Seen/Heard Advertising	69.6	70.4	+0.8	No
Slogans (e.g., The few. The proud. The Marines.)	15.8	15.6	-0.2	No
Want you to join/enlist	5.4	7.3	+1.9	No
Teaching/learning a trade	6.1	7.3	+1.2	No
Men in uniform	5.1	6.6	+1.5	No
Men in training	6.1	3.4	-2.7	Yes-lower
Educational benefits	4.0	3.0	-1.0	No
Variety of jobs	3.1	2.9	-0.2	No
Opportunities	4.4	2.9	-1.5	No
Men with equipment	2.7	2.8	+0.1	No
Travel/see the country/world	5.7	1.9	-3.8	Yes-lower
Best service/praised service	1.2	1.7	+0.5	No
Fun/recreation	0.9	1.7	+0.8	No
Good pay/good starting pay	2.0	1.5	-0.5	No
Adventure	1.9	1.4	-0.5	No
Equipment without men	1.6	0.9	-0.7	No
Men with guns	0.2	0.6	+0.4	No
Men with flag	0.6	0.2	-0.4	No
Other benefits (e.g., health)	1.9	0.9	-1.0	No
Other miscellaneous mentions	9.2	6.1	-3.1	Yes-lower
Don't recall content	23.6	29.5	+5.9	Yes-higher
Have Not Seen/heard Advertising	30.4	29.6	-0.8	No
Base:*	(1002)	(1024)		

Source: Question 5a

* The reduced bases reflect the fact that each female respondent was asked the advertising question for only one of the four military services, or for the joint advertising.

TABLE 4.40

RECALL OF ADVERTISING FOR THE NAVY

MALES

	Fall '79	Fall '80	Fall '79-'80 Change	Statistically Significant
	%	%	%	
Have Seen/Heard Advertising	73.7	70.4	-3.3	Yes
Adventure	13.3	11.2	-2.1	No
Travel/see the country/world	16.9	9.7	-7.2	Yes-lower
Want you to join/enlist	7.6	7.8	+0.2	No
Teaching/learning a trade	8.1	7.8	-0.3	No
Men with equipment	7.7	5.7	-2.0	No
Equipment without men	6.5	5.4	-1.1	No
Variety of jobs	3.5	4.0	+0.5	No
Opportunities	4.4	2.5	-1.9	Yes-lower
Educational benefits	5.0	2.4	-2.6	Yes-lower
Fun/recreation	1.3	2.0	+0.7	No
Men in uniform	2.1	1.7	-0.4	No
Good pay/good starting pay	2.5	1.5	-1.0	No
Best service/praised service	0.2	1.4	+1.2	No
Men in training	1.8	1.2	-0.6	No
Slogans (e.g., The Navy makes boys into men)	0.3	0.4	+0.1	No
Men with flag	0.1	0.2	+0.1	No
Men with guns	0.1	0.2	+0.1	No
Other benefits (e.g., health)	2.2	0.9	-1.3	No
Other miscellaneous mentions	[illegible]	[illegible]	[illegible]	Yes-lower
Don't recall content	24.[illegible]	29.6	+5.6	Yes-higher
Have Not Seen/Heard Advertising	26.3	29.6	[illegible]	Yes

Base:* [illegible]

Source: Question 6a

* The reduced bases reflect the fact that each [illegible] was asked the advertising question for only one of the four [illegible] for the joint advertising.

TABLE 4.6

RECALL OF ADVERTISING FOR THE JOINT SERVICES

MALES

	Fall '79	[illegible]	[illegible] '79-[illegible] Change	[illegible] Significant?
	%	%	%	
Have Seen/Heard Advertising	62.0	67.6	+5.6	Yes-higher
Mention all/several services	4.4	13.7	+9.3	Yes-higher
Teaching/learning a trade	9.2	13.6	+4.2	Yes-higher
Want you to join/enlist	7.3	9.4	+2.1	No
Educational benefits	7.3	6.7	-.3	No
Opportunities	6.9	4.3	-2.6	Yes-lower
Men in uniform	1.9	4.1	+2.2	Yes-higher
Travel/see the country/world	7.2	3.8	-3.4	Yes-lower
Equipment without men	1.1	3.3	+2.2	Yes-higher
Adventure	4.0	3.3	-.7	No
Men with equipment	4.4	2.8	-1.6	No
Good pay/good starting pay	3.1	2.1	-1.0	No
Men in training	2.0	2.0	----	No
Slogans (e.g., Navy makes boys into men)	6.8	1.8	-5.0	Yes-lower
Other miscellaneous mentions	9.3	10.7	+1.4	No
Don't recall content	19.9	23.7	+3.9	Yes-higher
Have Not Seen/Heard Advertising	38.0	32.4	-5.6	Yes-lower

Cases:* [illegible] [illegible]

Source: Question [illegible]

* The reduced bases reflect the fact that [illegible] the advertising question for [illegible] for the joint advertising.

2. Fall-to-Fall recall of Army advertising also remained stable at about 77-78%. The two themes mentioned most often in the Fall 1980 survey were the challenge to join or enlist (reported by 13.8%), and the opportunity to teach or learn a trade (mentioned by 12.6%). These were also the two leaders one year earlier.

   There were four statistically significant changes in Fall-to-Fall recall of specific copy: the message to join/enlist was up 3.1 percentage points; the chance to travel/see the country/world was down by 2.6 percentage points; general reference to "opportunities" declined 2.2 percentage points; and the image of men in uniform increased by 2.0 percentage points.

3. Marine Corps advertising was familiar to 7 out of 10 respondents -- no significant change from one year before. While overall recall was stable, the percentage of those who had seen or heard Marine Corps advertising, but could not remember any of the content increased by almost 6.0 percentage points. The dominant perceived motif of the Marine campaign remained slogans like "The few, the proud, the Marines," with 15.6% of those interviewed referring to such slogans.

   The two significant Fall-to-Fall changes in recall of specific copy points were messages about travel (down by 3.8 percentage points), and images of men in training, which declined 2.7 percentage points.

4. As observed above, overall recall of Navy advertising was the only one to decline significantly over the one-year period, down 3.3 percentage points to 70.4 % overall who had seen or heard some of the Navy campaign. An additional negative trend was the 5.6 percentage point increase in respondents not able to recall any content of Navy advertising. Of those who did have specific memories of it, "adventure" was the message recalled most often (11.2%). The chance to travel or see the country/world placed second with 9.7%.

   Significant Fall-to-Fall changes occurred in the "travel" message, down sharply by 7.2 percentage points and the chance to receive education benefits from service in the Navy, which declined by 2.6 percentage points.

5. The Joint Services campaign showed by far the most successful change in the past year, with a 5.6 percentage point increase in awareness. Despite the impressive performance in overall recall, the proportion not able to mention specific content of the advertising also increased by several percentage points. The most often mentioned copy point in Fall 1980 was reference to multiple services (13.7%); this represents a strong annual increment of 9.3 percentage points.

   Increases in recalled copy occurred in the chance to teach or learn a trade (up 4.2 percentage points) and images of men in uniform and equipment without men, each up by 2.2 percentage points.

   Other messages and images also showed statistically significant changes between Fall 1979 and Fall 1980: reference to slogans declined sharply from 6.8% to 1.8%; travel opportunities went down (by 3.4 percentage points), as did "opportunities" in general (by 2.6 percentage points).

Overall awareness of service advertising appears to have reached a plateau after steady growth over previous waves. At the same time for all except the Air Force's advertising campaigns there was a significant decline in the proportion not recalling the content of the copy. Both of these findings are quite important, and future analysis will pay close attention to determine whether these data are simply aberrations or signal beginnings of trends. The results could reflect "ceiling effects," in that advertising may have reached a saturation point beyond which additional gains in awareness and recall will be extremely difficult. At present, though, it is not possible to know for sure.

Summary of the Fall 1980 Survey:

Recalled Most Often

- Teaching/learning a trade
- Want you to join/enlist
- Travel/see the country/world
- Slogans
- Men with equipment
- Educational benefits
- Adventure

Showed Significant Year-to-Year Increases in Recall

- Teaching/learning a trade
- Men in uniform
- Equipment without men
- Want you to join/enlist
- Best service/praise service

Showed Significant Year-to-Year Decreases

- Opportunities
- Travel/see the country/world
- Other benefits (e.g. health)
- Men in training
- Educational benefits
- Slogans

Figures 4.1A-4.1D summarize the top five copy points across time for each of the four separate military services. As shown in both Table 4.4 and Figure 4.1A-D, the most memorable advertising messages have changed. Prior to the Fall 1980 wave of interviewing there had been a steady trend toward recall of messages about teaching/learning a trade and about educational benefits. This upward progression seems to have reached a plateau or to have reversed in the latest survey: witness the sharp decline from the Spring figures for some of the services.

FIGURE 4.1A

SUMMARY OF MOST MEMORABLE COPY POINTS

AIR FORCE

Top Five Copy Points	Spring '77	%	Fall '77	%	Spring '78	%	Fall '78	%	Spring '79	%	Fall '79	%	Spring '80	%	Fall '80	%
1	Teaching/ learning a trade	[illegible]	Teaching/ learning a trade	8.4	Men with equipment	9.3	Equipment without men	9.6	Men with equipment	8.0	Men with equipment	7.7	Educational benefits	8.4	Teaching/ learning a trade	8.5
2	[illegible]	[illegible]	Opportunities	6.1	Teaching/ learning a trade	7.6	Men with equipment	7.1	Equipment without men	6.0	Teaching/ learning a trade	7.7	Teaching/ learning a trade	8.4	Equipment without men	7.9
3	[illegible]	3.4	Men with equipment	5.5	Equipment without men	6.2	Want you to join/enlist	6.8	Teaching/ learning a trade	5.3	Want you to join/enlist	5.6	Men with equipment	8.1	Men with equipment	6.4
4	[illegible]	3.7	Variety of jobs	5.3	Travel-see the country/ world	4.5	Best service/ praised service	4.9	Educational benefits	4.8	Educational benefits	5.4	Want you to join/enlist	7.7	want you to join/enlist	6.4
5	[illegible]	[illegible]	Educational benefits	5.0	Variety of jobs	4.1	Opportunities	4.9	Opportunities	4.7	Opportunities	5.1	Equipment without men	6.0	Best service/ praised service	5.8
Base:	[illegible]		(1743)		(1291)		(657)		(1050)		(993)		(1010)		(1003)	

Source: [illegible]

Showed Significant Year-to-Year Decreases

- Opportunities
- Travel/see the country/world
- Other benefits (e.g. health)
- Men in training
- Educational benefits
- Slogans

Figures 4.1A-4.1D summarize the top five copy points across time for each of the four separate military services. As shown in both Table 4.4 and Figure 4.1A-D, the most memorable advertising messages have changed. Prior to the Fall 1980 wave of interviewing there had been a steady trend toward recall of messages about teaching/learning a trade and about educational benefits. This upward progression seems to have reached a plateau or to have reversed in the latest survey: witness the sharp decline from the Spring figures for some of the services.

FIGURE 4.1A

SUMMARY OF MOST MEMORABLE COPY POINTS

AIR FORCE

Top Five Copy Points	Spring '77	%	Fall '77	%	Spring '78	%	Fall '78	%	Spring '79	%	Fall '79	%	Spring '80	%	Fall '80	%
1	Teaching/ learning a trade	5.8	Teaching/ learning a trade	8.4	Men with equipment	9.3	Equipment without men	9.6	Men with equipment	6.0	Men with equipment	7.7	Educational benefits	8.4	Teaching/ learning a trade	8.5
2	Opportunities	4.8	Opportunities	6.1	Teaching/ learning a trade	7.6	Men with equipment	7.1	Equipment without men	6.0	Teaching/ learning a trade	7.7	Teaching/ learning a trade	8.4	Equipment without men	7.9
3	Men with equipment	4.4	Men with equipment	5.5	Equipment without men	6.2	Want you to join/enlist	6.8	Teaching/ learning a trade	5.3	Want you to join/enlist	5.6	Men with equipment	8.1	Men with equipment	6.4
4	Want you to join/enlist	3.7	Variety of jobs	5.3	Travel/see the country/ world	4.5	Best service/ praised service	4.9	Educational benefits	4.8	Educational benefits	5.4	Want you to join/enlist	7.7	Want you to join/enlist	6.4
5	Educational benefits	3.3	Educational benefits	5.0	Variety of jobs	4.1	Opportunities	4.8	Opportunities	4.7	Opportunities	5.1	Equipment without men	6.0	Best service/ praised service	5.8
Base:	(1571)		(1743)		(1291)		(857)		(1050)		(993)		(1010)		(1003)	

Source: Question 23

FIGURE 4.18

SUMMARY OF MOST MEMORABLE COPY POINTS

ARMY

Top Five Copy Points	Spring '77	%	Fall '77	%	Spring '78	%	Fall '78	%	Spring '79	%	Fall '79	%	Spring '80	%	Fall '80	%
1	Teaching/ learning a trade	6.1	Teaching/ learning a trade	7.1	Teaching/ learning a trade	9.0	Travel/see the country/ world	11.0	Want you to join/enlist	[illegible]	Teaching/ learning a trade	11.4	Educational benefits	17.7	Want you to join/enlist	[illegible]
2	[illegible]	6.1	Educational benefits	7.4	Men with equipment	8.8	Men with equipment	8.6	Educational benefits	9.7	Want you to join/enlist	10.7	Teaching/ learning a trade	16.3	Teaching/ learning a trade	[illegible]
3	Opportunities	[illegible]	Variety of jobs	6.7	Slogans	8.5	Want you to join/enlist	8.0	Travel/see the country/ world	6.9	Travel/see the country/ world	9.1	Want you to join/enlist	12.4	Educational benefits	7.6
4	Educational benefits	4.3	Travel/see the country/ world	6.6	Travel/see the country/ world	7.7	Teaching/ learning a trade	7.9	Men in training	6.7	Educational benefits	7.2	Variety of jobs	8.3	Travel/see the country/ world	6.5
5	Travel/see the country/ world	[illegible]	Want you to join/enlist	5.4	Educational benefits	6.9	Best service/ praised service	7.3	Opportunities	6.0	Opportunities	6.1	Men with equipment	5.0	Variety of jobs	6.5
Base:	[illegible]		(1460)		(1392)		(360)		(1039)		(1068)		[illegible]		(1024)	

Source: Questionnaire

FIGURE 4.1C

SUMMARY OF MOST MEMORABLE COPY POINTS

MARINE CORPS

Top Five Copy Points	Spring '77	%	Fall '77	%	Spring '78	%	Fall '78	%	Spring '79	%	Fall '79	%	Spring '80	%	Fall '80	%
1	Slogans	9.3	Slogans	16.7	Slogans	18.0	Slogans	19.9	Slogans	17.4	Slogans	16.6	Slogans	18.2	Slogans	15.6
2	Want you to join/enlist	3.3	Teaching/ learning a trade	5.0	Men in training	6.4	Best service/ praised service	8.3	Want you to join/enlist	6.2	Men in training	6.1	Want you to join/enlist	8.5	Want you to join/enlist	7.3
3	Opportunities	3.1	Men in uniform	4.6	Men in uniform	5.8	Men in training	6.0	Men in training	5.9	Teaching/ learning a trade	6.1	Men in training	7.0	Teaching/ learning a trade	7.3
4	Teaching/ learning a trade	2.9	Educational benefits	4.3	Men with equipment	5.4	Travel/see the country/ world	5.9	Men in uniform	5.7	Travel/see the country/ world	5.7	Teaching/ learning a trade	6.3	Men in uniform	6.6
5	Men in training	2.7	Opportunities	4.1	Teaching/ learning a trade	5.2	Men in uniform	5.1	Educational benefits	4.4	Want you to join/enlist	5.4	Educational benefits	5.9	Men in training	3.4
Base:	(1[illegible])		(1597)		(1297)		(1729)		(1[illegible])		([illegible])		(1035)		([illegible])	

Source: Question [illegible]

FIGURE 4.1b

SUMMARY OF MOST MEMORABLE COPY POINTS

NAVY

Top Five Copy Points	Spring '77	%	Fall '77	%	Spring '78	%	Fall '78	%	Spring '79	%	Fall '79	%	Spring '80	%	Fall '80	%
1	Travel/see the country/ world	13.3	Travel/see the country/ world	14.7	Travel/see the country/ world	16.6	Travel/see the country/ world	14.5	Travel/see the country/ world	15.5	Travel/see the country/ world	16.9	Travel/see the country/ world	13.8	Adventure	11.
2	Want you to join/enlist	6.0	Adventure	5.8	Equipment without men	9.6	Adventure	10.0	Adventure	11.4	Adventure	13.3	Adventure	11.7	Travel/see the country world	9.
3	Teaching/ learning a trade	5.4	Want you to join/enlist	5.9	Men with equipment	8.5	Equipment without men	8.5	Equipment without men	8.5	Teaching/ learning a trade	8.1	Want you to join/enlist	10.7	Want you to join/enlist	7.
4	Opportunities	5.0	Equipment without men	3.8	Adventure	7.1	Want you to join/enlist	7.4	Want you to join/enlist	7.9	Men with equipment	7.7	Teaching/ learning a trade	8.7	Teaching/ learning a trade	7.
5	Men with equipment	3.6	Variety of jobs	3.8	Want you to join/enlist	4.8	Men with equipment	6.3	Men with equipment	6.3	Want you to join/enlist	7.6	Men with equipment	7.6	Men with equipment	5.
Base:	(1611)		(1596)		(1297)		(1699)		(1024)		(1052)		(1024)		(1019)	

Source: Question 6a

4.3 Recognition of Service Advertising Slogans

Slogans have long been an integral part of service advertising, especially for the Marine Corps. Since slogans always have been an effective means of generating and sustaining "brand awareness," tracking the recognition of service advertising slogans is thus another means of assessing its effectiveness in the services' recruiting efforts. Beginning in the Fall 1979 wave, respondents were asked to associate service slogans with their correct advertising source.

In the Fall 1980 wave, as in the Fall 1979 and Spring 1980 surveys, respondents were read a series of slogans currently used or used in the recent past in service advertising, and asked to name the correct source of each slogan. Tables 4.5 and 4.6 summarize the data. The correct responses have been circled to facilitate interpretation. No statistical significance is implied by this notation. The following conclusions can be drawn from the table:

1. "Join the people who've joined the (Army)." and "The few, the proud, the (Marines)." were correctly identified most often.

2. The following slogans generated some confusion: "This is the (Army)." "The (Navy). It's not just a job. It's an adventure," and "Maybe you can be one of us (Marine Corps)." Moreover, respondents were as likely to associate (Air Force), A great way of life," with the Army as they were to name the Air Force.

3. Only one-in-eight respondents could correctly associate the Joint Service slogans with the correct source. This is about the same as in the last wave, though high[illegible] year before (Fall 1979).

TABLE 4.5

RECOGNITION OF SERVICE ADVERTISING SLOGAN

MALES

Slogan	Associate Slogan with This Advertising Source				
	Army %	Air Force %	Navy %	Marine Corps %	Joint Advertising %
"This is the _____."	50.7	9.1	17.5	9.4	4.2
"Join the people who've joined the _____."	75.6	6.2	9.7	3.9	1.7
"_____. A great way of life."	28.2	29.0	20.4	9.4	5.4
"_____. It's not just a job. It's an adventure."	33.4	9.1	39.1	10.5	4.9
"The few. The proud. The _____."	5.3	3.7	4.1	81.4	1.8
"Maybe you can be one of us."	9.9	14.3	13.1	43.6	9.3
"A chance to serve, a chance to learn."	33.3	19.4	17.1	6.6	12.4
"It's a great place to start."	34.7	17.5	16.2	8.2	12.8

Base: All Male Respondents

Source: Question 7

Circled percentages represent male respondents who correctly identified the slogan.

TABLE 4.6

CORRECT ASSOCIATION OF SERVICE ADVERTISING SLOGANS
FALL 1979 vs. FALL 1980

Males

Slogan	Percent of Respondents Who Correctly Associate Slogan with Service			
	Fall '79 %	Fall '80 %	Fall '79-Fall '80 Change %	Statistically Significant
"This is the _____."	37.6	50.7	+13.1	Yes-higher
"Join the people who've joined the _____."	80.3	75.6	-4.7	Yes-lower
"_____. A great way of life."	23.4	29.0	+5.6	Yes-higher
"_____. It's not just a job. It's an adventure."	47.2	39.1	-8.1	Yes-lower
"The few. The proud. The _____."	67.3	81.4	+14.1	Yes-higher
"Maybe you can be one of us."	35.2	43.6	+8.4	Yes-higher
"A chance to serve, a chance to learn."	8.0	12.4	+4.4	Yes-higher
"It's a great place to start."	7.8	[illegible]	+5.0	Yes-higher

Base: All Male Respondents

Source: Question 7

4. As shown in Table 4.6, the level of correct identification of service slogans increased significantly from Fall 1979 to Fall 1980 for all but two slogans. This is a positive trend. The exceptions were "Join the people who've joined the (Army)" and "The (Navy). It's not just a job. It's an adventure." which declined. This decrease in the correct identification of this Navy slogan parallels the statistically significant decline in awareness of Navy advertising.

SECTION V

KNOWLEDGE OF FINANCIAL BENEFITS

SECTION V

Knowledge of Financial Benefits

Presumably, the decision whether to enlist involves a consideration of the economic aspects of military service. The importance that both propensity groups attach to "good income" as a job attribute (see Section III) supports this idea. Accordingly, the use of financial benefits has been an integral component of recruiting strategies. Educational assistance, cash bonuses, and pay have been the subject of close examination by DOD and the services. In recent years efforts have been undertaken to modify these benefits, communicate their existence, as well as to test the effectiveness of different offerings. The Youth Attitude Tracking Study and other research studies have served as vehicles for evaluating these marketing efforts.

In earlier waves (Fall 1978, Fall 1979, Spring 1980) of this study, respondents were asked the extent to which they would be more likely to consider joining one of the active duty military services given the availability of a particular incentive. Respondents reacted to various modifications in such benefits as pay and educational assistance. This provided feedback on the relative potential effectiveness of different financial incentives.

In the Fall 1980 wave the focus of questioning was on individuals' knowledge of the following:

- Educational assistance
- Starting pay for enlisted personnel
- Cash bonuses for enlisting

These questions provide information about target market youth's level of awareness of these benefits. The information obtained in previous waves and in the current wave provide DOD and the services with guidance for recruiting strategy development.

A discussion of the Fall 1980 findings follows.

5.1 Knowledge of Educational Assistance

Respondents were asked two questions regarding their knowledge of educational assistance. The questions were as follows:

- Do you think the military services offer financial support for schooling after you leave the service?
- The military services do offer financial support for schooling after you leave the service. I'd like to find out what kinds of educational assistance you think the military offers. As I read a series of questions about what the military may or may not offer, please tell me "Yes" if you think it is true of the military and "No" if you think it is not.

The data are summarized in Tables 5.1-5.2. The following conclusions can be drawn:

1. Not shown in the table is the finding that 83.0% of all respondents know that the services offer post-service educational assistance. This figure is comparable to figures recorded in recent waves of the study (Fall 1979 - 84.5%, Spring 1980 - 85.9%). The two propensity groups differ significantly on this measure, although the levels of knowledge for both groups are quite high (Positive Propensity - 85.0%, Negative Propensity - 82.1%)

2. As shown in the table, approximately three out of four respondents knew that educational assistance can be used for trade/vocational school and that there is a limit as to how much tuition the military will pay. Beyond these two characteristics of educational assistance, the levels of knowledge are relatively low.

TABLE 5.1

KNOWLEDGE OF EDUCATIONAL ASSISTANCE

MALES

	Fall '80 %*
Know the following is true	
Can use for trade/vocational school	77.0
There is a limit on tuition	70.3
Have to contribute from paycheck to get benefits	33.3
Know the following is false	
If re-enlist and don't go to school, can receive benefits in one cash payment	58.3
All services offer same benefits	46.5
Benefits transferable to spouse/children	35.5
Can receive monthly living expenses while in school	22.7
Receive more if married	21.1

Base: All Male Respondents

Source: Question 16b

*Percentage of respondents who give correct answer.

TABLE 5.2

KNOWLEDGE OF EDUCATIONAL ASSISTANCE

MALES

	Positive Propensity %*	Negative Propensity %*	Statistically Significant
Know the following is true			
Can use for trade/vocational school	81.8	75.0	Yes-higher
There is a limit on tuition	71.4	70.2	No
Have to contribute from paycheck to get benefits	37.3	31.8	Yes-higher
Know the following is false			
If re-enlist and don't go to school, can receive benefits in one cash payment	59.9	58.2	No
All services offer same benefits	53.3	44.0	Yes-higher
Benefits transferable to spouse/children	36.6	35.4	No
Can receive monthly living expenses while in school	22.4	23.1	No
Receive more if married	22.7	20.7	No
Base:	(1534)	(3474)	

Source: Question 16b

*Percentage of respondents who give correct answer.

3. Table 5.2 reveals that positive and negative propensity youth differed on three of the characteristics. Specifically, positive propensity males were more likely than others to know that educational assistance can be used for trade or vocational school, that there are differences across the services with respect to educational benefits offered, and that benefits can only be received with paycheck contributions. Not shown in the table are the percentages of young men who answered "don't know" to each item. Two items -- "benefits transferable to spouse/ children" and "if re-enlist and don't go to school, can receive benefits in one cash payment" -- elicited the most uncertainty; 28.3% and 22.9%, respectively. With respect to the other items, the percentage of respondents who answered "don't know" ranged from 13.1% to 18.4%. In general, negative propensity men were more likely than others to answer "don't know" to each item.

All in all, these data suggest that efforts should be undertaken to increase the level of understanding of educational assistance benefits.

5.2 Knowledge of Starting Pay

Respondents were asked two questions about starting pay for enlisted personnel:

- As far as you know, what is the starting monthly pay for an enlisted man in the military -- before taxes are deducted?
- The starting monthly pay for an enlisted man is $501.00. Knowing this, would you be more likely, or not to consider joining one of the active duty military services?

Tables 5.3 - 5.4 summarize the data. The following can be drawn from the tables.

1. The average estimate of starting monthly pay was only $315; nearly $200 below the actual figure ($501). Only one-in-seven respondents were able to guess within plus or minus $75 of the actual figure. Over one-third of the respondents believed starting monthly pay to be as low as under $75. Although not shown in the table, positive and negative propensity youth gave fairly similar estimates. The fact that target market youth have a poor understanding of starting pay has been revealed in previous waves of this study. The Fall 1980 data suggest that this lack of understanding has worsened. A point of interest is the fact that over time, the average estimate of starting pay has tended to decrease, while actual starting pay has increased.

2. After being told that the actual monthly starting pay was $501, 22.7% of the respondents said that they would be more likely to consider joining the military. Among these people, the typical response was that they would be only "somewhat more likely" to consider enlisting. Although not shown in the table, positive propensity men responded more favorably to the knowledge of actual starting pay than did others. The pattern of these data have not changed over time.

TABLE 5.3

KNOWLEDGE OF STARTING PAY

MALES

Give this estimate	Fall '80 %
$74 or less	37.2
$75 - $174	2.5
$175 - $274	4.9
$275 - $374	8.3
$375 - $474	20.2
$475 - $574	13.1
$575 - $674	4.8
$675 - $774	2.6
$775 or more	6.5

Average: $315

Base: All Male Respondents

Source: Question 15a

TABLE 5.4

EFFECT OF CURRENT MONTHLY STARTING PAY
ON LIKELIHOOD OF ENLISTING

MALES

	Fall '80 %
More likely to consider joining	22.7
Much more likely	5.5
Somewhat more likely	10.2
Just a little more likely	7.0
Not more likely to consider joining	71.0
Don't know	6.3
Average*	1.47

Base: All Male Respondents

Source: Question 15b

* Mean scale value shown

Scale Value: 4 = Much more likely
3 = Somewhat more likely
2 = Just a little more likely
1 = Not more likely
Therefore, larger values indicate greater perceived likelihood.

5.3 Knowledge of Enlistment Cash Bonus

Respondents were asked two questions regarding enlistment cash bonuses. The questions were as follows:

- As far as you know, do the military services offer individuals a cash bonus for enlisting?
- (If "yes") How much is this bonus? Even if you aren't sure, please give me your best guess.

Table 5.5 summarizes the data. The following conclusions can be drawn:

1. Only 38.5% of the total sample knew that the military offers enlistment cash bonuses. One-half thought that this was not the case and one-in-ten young men indicated that they did not know. Although the difference is relatively small, positive propensity men (41.2%) were significantly more likely than negative propensity ment (37.5%) to be aware of the fact that the services offer cash bonuses for enlisting. This relatively low level of awareness is consistent with past waves.
2. Among respondents who knew about cash bonuses, the average estimate given was $1,225. However, one-in-four men could not venture a guess.

The data suggest that the services could do more to augment awareness of enlistment cash bonuses, if this benefit is to realize its full potential as a recruiting tactic.

TABLE 5.5

KNOWLEDGE OF ENLISTMENT CASH BONUS

MALES

	Fall '80 %
Believe military offers cash bonus	38.5
Less than $500	24.4
$500 - $999	12.4
$1,000 - $1,499	13.0
$1,500 - $1,999	8.6
$2,000 - $2,499	6.1
$2,500 - $2,999	1.8
$3,000 or more	6.9
Don't know amount	26.8
Do not believe military offers cash bonus	51.9
Do not know if military offers cash bonus	9.6

Average: $1,225

Base: All Male Respondents

Source: Question 14a, 14b

SECTION VI

PERCEPTIONS AND ATTITUDES TOWARD DRAFT REGISTRATION

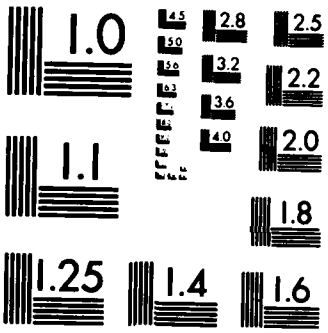
SECTION VI

Perceptions and Attitudes Toward Draft Registration

Debate continues over how to best fill the country's military manpower needs. The present program of an all-volunteer service has come under criticism because of fear that it leads to an "inegalitarian," disproportionately minority (especially black) combat corps, and because some allege it has not attracted enough qualified personnel, leaving the nation ill-prepared to meet future contingencies.

These and other considerations have lead to an increasing amount of discussion about advance preparedness. Last year, in response, Congress authorized registration in case a future need arises to reinstate the draft. Since registration is controversial -- at least among certain groups -- it is important to regularly monitor sentiment on the issue among those who are or may be directly affected.

AD-A143 115 YOUTH ATTITUDE TRACKING STUDY VOLUME 2 FALL11980(U) 3/4
MARKET FACTS INC CHICAGO IL PUBLIC SECTOR RESEARCH CORP
J T HEISLER AUG 80 6406 DMDC/MRB-TR-80/1-VOL-2
UNCLASSIFIED OMB-22-R-0339 F/G 5/9 NL



MICROCOPY RESOLUTION TEST CHART
NATIONAL BUREAU OF STANDARDS-1963-A

Since the Spring of 1979 (which was before resumption of registration), this study has asked questions of target market youth about their perceived need for draft registration, their attitude toward having to register, and the estimated impact registration might have on their enlistment intentions. As registration is now a reality, some of the questions had to be rewritten from the hypothetical to reflect this change. Also, three new questions on the topic were added: 1. Whether or not the respondent had to register, 2. Whether or not at the time of registration he requested information about enlistment, and 3. His attitude toward requiring a mental and physical examination as part of the registration process. An analysis of the data follows.

6.1 Perceived Need for Draft Registration

In the Spring 1979 wave, the Spring 1980 wave, and again this past Fall (1980), respondents were asked whether or not they agreed that draft registration is necessary to provide the country with a strong defense. Specifically, they were asked to indicate their level of agreement with the following statement:

> "Requiring all 18 and 19 year old men to register for the draft is necessary to provide a strong defense for America."

In the most recent survey, "18 and 19 year old men" was substituted for "18 and 19 year olds," which was the wording in the two earlier surveys. The alteration was necessary to ensure that responses captured only attitudes toward registering men, rather than risk confusion with the separate question of whether or not females should be included in draft registration. This was not a problem in the earlier surveys because the registration of young women only recently emerged as an issue of widespread salience.

Table 6.1 shows a steady increase in the percentage agreeing with the statement. During the one and one-half year period, agreement that a strong defense requires a draft jumped from less than a majority to nearly two-thirds. Moreover, as the scale average indicates, the intensity of agreement has also increased as well, from 3.16 to 3.75 to 4.03 in the latest wave. The difference in each successive poll compared to the last are statistically significant.

Examining the attitudes of key subgroups, Table 6.2 indicates that positive propensity males were especially likely to agree with the statement. Negative propensity males were somewhat less likely to agree, as were 18 year olds,

TABLE 6.1

PERCEIVED NEED FOR DRAFT REGISTRATION

"Requiring all 18 and 19 year old men to register for the draft is necessary to provide a strong defense for America."

MALES

	Spring '79	Spring '80	Fall '80
	%	%	%
Agree with Statement+	44.3	58.8	65.6
Strongly agree	13.0	21.6	25.9
Generally agree	19.9	25.5	29.0
Agree just a little	11.4	11.7	10.6
Disagree with Statement+	55.7	41.2	34.4
Disagree just a little	9.1	8.5	6.7
Generally disagree	19.4	13.3	12.0
Strongly disagree	27.2	19.4	15.7
Average*	3.16	3.75	4.03

Base: All Male Respondents

Source: Questions 11a, 11b, and 11c

* Mean scale values shown

Scale Value: 6 = Strongly agree
5 = Generally agree
4 = Agree just a little
3 = Disagree just a little
2 = Generally disagree
1 = Strongly disagree
Therefore, larger values indicate stronger agreement.

+ All wave-to-wave changes are statistically significant.

TABLE 6.2

PERCEIVED NEED FOR DRAFT REGISTRATION

"Requiring all 18 and 19 year old men to register for the draft is necessary to provide a strong defense for America."

DEMOGRAPHIC ANALYSIS*

MALES

	Fall '80	Statistically Significant+
Total U.S. Estimate **	4.03	
Variable ***		
Positive propensity	4.49	Yes-higher
Negative propensity	3.82	Yes-lower
16 years old	3.97	No
17 years old	4.01	No
18 years old	3.83	Yes-lower
19 years old	4.12	No
20 years old	4.08	No
21 years old	4.18	No
10th/11th grade	4.01	No
Senior	3.96	Yes-lower
In college	4.02	No
High school graduate, not in school	4.09	No
Not high school graduate	4.01	No
High quality index	4.04	No
Medium quality index	4.07	No
Low quality index	3.92	No
White	4.09	No
Black	3.55	Yes-lower
Other non-white	3.97	No

Source: Question 11a, 11b, and 11c

* Mean scale values shown

Scale Value: 6 = Strongly agree
5 = Generally agree
4 = Agree just a little
3 = Disagree just a little
2 = Generally disagree
1 = Strongly disagree
Therefore, larger values indicate greater perceived likelihood.

** Base: All Male Respondents

*** Base: Appropriate Male Respondent Groups for Each Variable

+ Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than the U.S. average.

and blacks. The scale scores of blacks on the statement was the lowest of any of the demographic subgroups; yet, on the average, they were not in disagreement. Relative to the Spring, blacks moved counter to the general trend of greater agreement with the need for registration.

6.2 Attitudes Toward Draft Registration

Beginning with the Fall 1979 wave, respondents were asked how they personally feel about 18 and 19 year olds being required to register for the draft. Again the question was reworded slightly in the Fall 1980 survey to mirror reality, i.e., resumption of registration. Table 6.3 displays the proportions in favor and opposed to the requirement. Again the trend is positive from the perspective of support for registration -- 46% favoring it in the latest survey, compared to 36.5% in Spring 1980, and only 24.5% in the Fall 1979 survey. Thus, support for draft registration has nearly doubled in 12 months. Similarly, the percentage of young men strongly against registration was approximately half as large in the Fall of 1980 as one year earlier, implying that notable changes have also occurred at the extremes of the scale -- not just in the moderate range. The Fall 1980 mean scale score indicates that, for the first time, the average respondent is more in favor than against the requirement.

Again, the positive propensity target group manifested a much higher inclination to be in favor, with the "negative" counterparts more likely to be opposed. (See Table 6.4) Blacks were, on the average, more against the draft registration requirement than non-blacks. In fact, they were the only subgroup examined who were more likely to be against it than for it. As before, relative to Fall 1979, the trend for blacks was counter to the prevailing movement.

TABLE 6.3

ATTITUDE TOWARD DRAFT REGISTRATION

MALES

	Fall '79	Spring '80	Fall '80
	%	%	%
Strongly in favor of it	7.0	12.8	18.6
Somewhat in favor of it	17.5	23.7	27.4
Neither in favor nor against it	24.2	23.4	21.8
Somewhat against it	21.2	18.6	15.9
Strongly against it	30.2	21.4	16.2
Average*	2.50	2.88	3.16

Base: All Male Respondents

Source: Question 11d

* Mean scale value shown

Scale Value: 5 = Strongly in favor of it
4 = Somewhat in favor of it
3 = Neither in favor nor against it
2 = Somewhat against it
1 = Strongly against it
Therefore, larger values indicate stronger favor.

TABLE 6.4

ATTITUDE TOWARD DRAFT REGISTRATION

DEMOGRAPHIC ANALYSIS*

MALES

	Fall '80	Statistically Significant+
Total U.S. Estimate **	3.16	
Variable ***		
Positive propensity	3.52	Yes-higher
Negative propensity	2.99	Yes-lower
16 years old	3.18	No
17 years old	3.16	No
18 years old	3.07	No
19 years old	3.15	No
20 years old	3.11	No
21 years old	3.31	Yes-higher
10th/11th grade	3.20	No
Senior	3.16	No
In college	3.13	No
High school graduate, not in school	3.18	No
Not high school graduate	3.07	No
High quality index	3.19	No
Medium quality index	3.19	No
Low quality index	3.05	No
White	3.22	Yes-higher
Black	2.73	Yes-lower
Other non-white	3.02	No

Source: Question 11d

* Mean scale values shown

Scale Value: 5 = Strongly in favor of it
4 = Somewhat in favor of it
3 = Neither in favor nor against it
2 = Somewhat against it
1 = Strongly against it
Therefore, larger values indicate stronger favor.

** Base: All Male Respondents

*** Base: Appropriate Male Respondent Groups for Each Variable

+ Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than the U.S. average.

The clear tendency observed in the direction of (1) accepting the necessity of draft registration for a strong defense, and (2) favoring its use if needed to select males for military service may represent a resurgence of support for measures perceived as strengthening the military. This interpretation is consistent with the increased sentiment among the general public in the last several years for a stronger national defense, as reported by many opinion polls.

It may also be, in part, a response to the pervasive reporting of the Iranian seizure of the American embassy personnel in 1979, and their subsequent prolonged captivity as hostages. Widely regarded as a blow to national prestige, the events also served for many as an emotional symbol of American weakness abroad. It thus may have contributed greatly toward sparking support for enhancing military capability. Some of the observed increase, may have been wholly the result of these "short-term forces" -- initial reactions to immediate, dramatic events.

Now that the immediate crisis has ended, it is possible that pro-defense feelings may begin to ebb. Because all of the interviewing during the last two waves took place in the midst of the hostage incident, the increasingly positive trend in attitudes toward the draft among the male target market may conceivably slow or even reverse in future surveys.

6.3 Effect of Draft Registration on Enlistment Likelihood

Table 6.5 reveals that nearly one-third of the male target market are/would be* more likely to enlist in one of the active duty military services as a result of draft registration. Over half -- 54% -- say they are/would be less likely to enlist.

Although a sizable number in the Fall of 1980 claimed that draft registration has a positive, propelling effect on their enlistment intentions, this figure is sharply lower than in the earlier surveys (especially as compared to Spring 1980). Moreover, it seems inconsistent with the increased pro-military sentiment interpretation presented above. The apparent disparity can be explained as follows. Prior to the Fall 1980 interviews, registration was only a hypothetical possibility; thus, an individual's response to how he might feel, were registration to become law is probably a "softer," less reliable measures of his "real" attitude under registration than the question asked in the latest wave, i.e., under the existence of the actual requirement. The latter responses, based on present rather than hypothetical conditions, are probably more accurate because they are not merely guesses about future attitudes. Therefore, the earlier percentages, according to this explanation, probably overestimate the "true" figures.

It also might be true that, for some, the existence of a general draft -- or even a registration -- makes the prospect of joining the service seem less exclusive, and hence, less desirable. It may function, in a sense, to remove or diminish perceptions of the military as an actively committed fighting corps.

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*Again the question had to be reworded for the Fall 1980 survey.

TABLE 6.5

EFFECT OF DRAFT REGISTRATION ON
LIKELIHOOD OF ENLISTING

MALES

	Fall '79 %	Spring '80 %	Fall '80 %
More likely to join+	43.8	52.2	32.6
Much more likely	13.8	19.3	8.7
Somewhat more likely	18.7	21.8	14.2
Just a little more likely	11.4	11.1	9.6
Less likely to join+	48.3	40.4	54.3
Don't know	7.9	7.4	13.0
Average*	1.98	2.22	1.74

Base: All Male Respondents

Source: Question 11e

* Mean scale values shown

Scale Value: 4 = Much more likely
3 = Somewhat more likely
2 = Just a little more likely
1 - Not more likely
Therefore, larger values indicate greater perceived likelihood.

+ All wave-to-wave changes are statistically significant.

Examining the subgroups, positive propensity, younger, and black respondents were all more likely than average to report that the existence of registration makes them more likely to enlist, whereas negative propensity respondents, older youth, and those scoring high on the Quality Index say it has had the opposite effect (see Table 6.6).

The positive propensity males may have reasoned. "If it looks more likely that there will be a draft, maybe I should hurry and enlist before it becomes more difficult to do so, or before all the choice assignments are filled by draftees." Blacks, who might have fewer job market opportunities elsewhere than whites, may have reasoned similarly.

Three new questions on draft registration were added in the latest wave -- whether or not the respondent had to register; if "yes", whether or not he requested information about military enlistment during the registration; and his attitude toward requiring a mental and physical examination as part of the registration process.

The number of respondents interviewed who had to register was about one-third of the total male sample. Of these, 13.9% checked the box on the registration form to request information about military enlistment (See Table 6.7). As expected, about three times as many positive as negative propensity males checked the box. Amount of schooling was also predictably related to having requested information about enlistment. Also, blacks were more likely than non-blacks to have asked for information by checking the box.

Table 6.8 reveals that three-fifths of the male respondents (60.3%) were either strongly or somewhat in favor of a mental and physical examination requirement, while 21.0% were neither in favor nor against it, and only 15.7% were either strongly or somewhat opposed.

TABLE 6.6

EFFECT OF DRAFT REGISTRATION
ON LIKELIHOOD OF ENLISTING

DEMOGRAPHIC ANALYSIS*

MALES

	Fall '80	Statistically Significant+
Total U.S. Estimate **	1.74	
Variable ***		
Positive propensity	2.24	Yes-higher
Negative propensity	1.51	Yes-lower
16 years old	1.95	Yes-higher
17 years old	1.90	Yes-higher
18 years old	1.79	No
19 years old	1.64	Yes-lower
20 years old	1.53	Yes-lower
21 years old	1.60	Yes-lower
10th/11th grade	1.99	Yes-higher
Senior	1.87	
In college	1.54	Yes-lower
High school graduate, not in school	1.63	Yes-lower
Not high school graduate	1.72	No
High quality index	1.66	Yes-lower
Medium quality index	1.78	No
Low quality index	1.78	No
White	1.72	No
Black	1.91	Yes-higher
Other non-white	1.72	No

Source: Question 11e

* Mean scale values shown

Scale Value: 4 = Much more likely
3 = Somewhat more likely
2 = Just a little more likely
1 = Less likely
Therefore, larger values indicate greater perceived likelihood.

** Base: All Male Respondents

*** Base: Appropriate Male Respondent Groups for Each Variable

+ Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is

TABLE 6.7

REQUESTED INFORMATION ABOUT MILITARY ENLISTMENT PROGRAM WHEN REGISTERING FOR DRAFT

DEMOGRAPHIC ANALYSIS*

MALES

	Fall '80 %	Statistically Significant+
Total U.S. Estimate **	13.9	
Variable ***		
Positive propensity	26.5	Yes-higher
Negative propensity	8.9	Yes-lower
In college	8.8	Yes-lower
High school graduate, not in school	13.7	No
Not high school graduate	24.2	Yes-higher
High quality index	11.1	No
Medium quality index	15.5	No
Low quality index	11.2	No
White	12.3	No
Black	28.8	Yes-higher
Other non-white	16.6	No

Source: Question 12a, 12b

** Base: Male Respondents Who Have to Register

*** Base: Appropriate Male Respondent Groups for Each Variable

+ Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than the U.S. average.

TABLE 6.8

ATTITUDE TOWARD TAKING MENTAL
AND PHYSICAL EXAMINATION

MALES

	Fall '80
Strongly in favor of it	32.5
Somewhat in favor of it	27.8
Neither in favor nor against it	21.0
Somewhat against it	9.6
Strongly against it	9.1
Average*	3.65

Base: All Male respondents

Source: Question 13

* Mean scale values shown

Scale Value: 5 = Strongly in favor of it
4 = Somewhat in favor of it
3 = Neither in favor nor against it
2 = Somewhat against it
1 = Strongly against it

Again, positive propensity males were more in favor of the examination than the negative propensity youth (see Table 6.9). Age manifested an irregular pattern: those under 18 were more favorable toward a mental and physical test than older respondents. Persons scoring "low" on the Quality Index were less amenable than average to the tests.

TABLE 6.9

ATTITUDE TOWARD TAKING MENTAL AND PHYSICAL EXAMINATION

DEMOGRAPHIC ANALYSIS*

MALES

	Fall '80	Statistically Significant+
Total U.S. Estimate **	3.65	
Variable ***		
Positive propensity	3.90	Yes-higher
Negative propensity	3.53	Yes-lower
16 years old	3.91	Yes-higher
17 years old	3.75	Yes-higher
18 years old	3.66	No
19 years old	3.42	Yes-lower
20 years old	3.37	Yes-lower
21 years old	3.78	Yes-higher
10th/11th grade	3.91	Yes-higher
Senior	3.74	Yes-higher
In college	3.46	Yes-lower
High school graduate, not in school	3.59	No
Not high school graduate	3.51	Yes-lower
High quality index	3.69	No
Medium quality index	3.66	No
Low quality index	3.52	Yes-lower
White	3.65	No
Black	3.67	No
Other non-white	3.57	No

Source: Question 13

* Mean scale values shown

Scale Value: 5 = Strongly in favor
4 = Somewhat in favor
3 = Neither in favor nor against
2 = Somewhat against
1 = Strongly against
Therefore, larger values indicate stronger favor.

** Base: All Male Respondents

*** Base: Appropriate Male Respondent Groups for Each Variable

+ Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than the U.S. average.

SECTION VII

NATIONAL OVERVIEW OF FALL, 1980 STUDY OF FEMALES

SECTION VII

National Overview - Fall 1980

The Fall 1980 wave of this study marks the baseline period for tracking over time the attitudes and perceptions of young women with respect to serving in the active duty services. The same set of measures used in the male study are used with females. Moreover, the focus of the analysis is the same in both studies.

In Section VII, propensity and the variables related to propensity are examined. In future waves, year-to-year changes in these measures will be discussed. What follows is a discussion of the Fall 1980 levels of these variables.

7.1 Propensity: Fall 1980

In the Fall 1980 wave, 13.3% of the young women interviewed expressed positive propensity for one or more active duty services. This is less than one-half of the comparable figure for males (30.0%).

Positive propensity for each of the four active duty services is summarized in Table 7.1. In all cases, the proportion of young women who expressed positive propensity is between 4% and 10%. As in the male study, the Air Force and Navy have the highest levels of propensity, followed by the Army and Marine Corps. The baseline level of unaided mention of plans to enlist is only 1.3%. These data indicate that the size of the pool of young women who are predisposed to serving in the active duty services is relatively small.

TABLE 7.1

POSITIVE PROPENSITY TO SERVE IN SPECIFIC SERVICES AND UNAIDED MENTION OF PLANS TO ENTER THE MILITARY

FEMALES

	Fall '80
	%
Air Force	8.7
Army	5.3
Marine Corps	4.6
Navy	5.9
Propensity for any active duty service	13.3
Unaided mention of plans to enter military (Pro-Military Index)	1.3
Base: *	(5251)

Source: Questions 3i and 5a

*Bases used in all tables in this report represent weighted bases, as in the male report.

7.2 Reasons for Not Enlisting in the Military

Understanding why 16 to 21 year old women are not inclined to serve in the military is essential to comprehending the propensity measurement. With such an understanding, recruiting strategies can be developed to attempt to overcome some of these negative attitudes. Like their male counterparts, negative propensity females were asked their reasons for not wanting to serve in the military.

The Fall 1980 data are presented in Table 7.2. The following conclusions can be drawn:

1. The foremost reasons for not wanting to enlist are lack of interest and other plans for the future.

2. Only a very small fraction of young women named reasons intrinsic to military service such as the danger and loss of personal freedom.

3. The pattern of female responses is quite similar to those provided by negative propensity men.

TABLE 7.2

REASONS FOR NOT ENLISTING
IN THE MILITARY

FEMALES

Reasons Given	Fall '80 %
Don't want to serve in military; unspecified	38.3
Have plans for civilian job	17.9
Separation/being apart	4.7
Lack of personal freedom	2.6
Negative military experience by father/friends	2.3
Don't know enough about military life	2.2
Danger/fear of injury	1.7
Have to make long-term commitment	1.6
Loss of status	0.9
Pay inadequate	0.8
Living conditions	0.7
Don't know/no particular reason	26.4

Base: Negative Propensity Female Respondents

Source: Question 5f

7.3 Variables Related to Propensity

As discussed in Section I, certain variables discriminate between positive and negative propensity male respondents. This also appears to be true for females. These variables will be tracked over time in order to identify the dynamics of propensity within the female market. In the Fall 1980 wave, the current levels of these key variables are discussed. The data are summarized in Table 7.3. The following conclusions can be drawn:

1. One-in-three women reported having had contact with a service recruiter at some time in the past. Half as many young women said that they had had contact with a recruiter within the past five to six months.

2. The Army was mentioned two to three times more often than others as the service with which young women had recruiter contact.

3. The reported incidences of talking to influential others about military service are low. Those young women who have talked to others about military service are more likely to have discussed this subject with family and friends than with teachers or counselors.

4. The reported incidence of taking the ASVAB in high school is one-in-ten young women.

The observed levels of these variables are lower than those recorded for males. Nevertheless, the pattern of these data parallel the male study.

TABLE 7.3

VARIABLES RELATED TO PROPENSITY

FEMALES

	Fall '80 %
Recruiter Contact (Qu. 8a & 9a)	
Past 6 months - any service	15.9
Ever - any service	32.9
Recruiter Contact With (Qu. 9b)	
Air Force	8.1
Army	16.6
Marine Corps	5.3
Navy	8.2
Information Sources (Qu. 8c)	
Talked with friends in or out of service	21.0
Talked with one or both parents	18.7
Talked with boyfriend or husband	13.6
Talked with teacher or guidance counselor	7.8
Took Aptitude Test in High School Given by Armed Services (Qu. 8c)	11.4
Base:	(5251)

7.4 Key Demographics

The demographics of the Fall 1980 sample of young women are shown in Tables 7.4 and 7.5. The following conclusions can be drawn:

1. Over one-half of the women reported being employed. This divides evenly between full- and part-time work.

2. More than one-half of the sample reported being in school.

3. The demographic profile of the sample of women is fairly similar to that seen for males.

Compared to the male respondents, the target market females are a little less likely to be employed, and those who are employed are not as likely as males to be employed full-time. Relative to unemployed males, unemployed females are also somewhat less likely to be looking for work.

In terms of their respective schooling status, 16-20 year old females are slightly less likely to be currently attending school than males of the same age group, and the females not in school are slightly more likely to be high school graduates. On the average, the male and female markets do not differ significantly on the Quality Index. About the same proportions are or have been enrolled in college preparatory high school curricula, though a larger number of females than males are or have been in vocational programs; the reverse is true for commercial/business programs.

Positive propensity females and males are compared in Chapter IX.

TABLE 7.4

EMPLOYMENT STATUS

FEMALES

	Fall '80 %
Employed (Qu. 3f, 3g,)	54.7
Full-time	28.0
Part-time	26.6
Not Specified	0.2
Not Employed (Qu. 3f, 3h)	45.2
Looking for a job	20.9
Not looking	23.3
Not specified	0.9

TABLE 7.5

SCHOOLING STATUS

FEMALES

	Fall '80 %
Attending School (Qu. 3a, 3b, 3c)	53.7
In high school	34.4
In vocational school	2.7
In college	16.6
Not Attending School (Qu. 3b,3c)	46.3
High school graduate	37.3
Not high school graduate	8.9
Quality Index (Mean)*	6.42
Base:	(5254)

* Combination of Questions 19, 21 and 22

SECTION VIII

PERFORMANCE DIFFERENCES BY TRACKING AREAS

SECTION VIII

Performance Differences By Tracking Areas

Just as for the males, the female interviews were conducted in 26 geographical areas referred to as tracking areas. The tracking area approach localizes the information, making it possible for the individual service recruiting commands to receive feedback on their performance within specific geographic areas.

This section is a discussion of key results of the female survey by the 26 tracking areas, which are the same ones used in the male analysis. As has been the practice, the data are examined in terms of whether individual tracking areas differ significantly from national norms. Tracking areas that deviate from the U.S. average are highlighted.

Tables 8.1 to 8.11 summarize the key tracking area data. Interpretation of these tables employs the same notation used in the male section of the report:

- Percentages that are significantly different from the U.S. average for a particular service are...
- CIRCLED if the entry is lower than the U.S. average
- BOXED if the entry is higher than the U.S. average

What follows is a discussion of the following data:

- propensity
- respondent academic characteristics
- recruiter contact
- information seeking activities
- job opportunity perceptions
- information seeking activities
- job opportunity perceptions

8.1 Positive Propensity by Tracking Area

The key measure in this study is propensity to serve in one or more of the active duty services. The reader is again cautioned against making any absolute interpretations of the propensity data, which are better interpreted in a relative sense (e.g., the identification of "high" versus "low" tracking areas). Since the propensity index does not include factors such as time of entry or mental and physical qualification rates, only relative interpretations can be justified.

Figures 8.1 to 8.7 graphically present the female propensity data for active duty services as well as the National Guard, Reserves, and Coast Guard, across each of the 26 tracking areas. The propensity data for the four active duty services were discussed in Section VII. Propensity for the Reserves was 8.9%, propensity for the National Guard was 6.4% and for the Coast Guard it was 4.3%. Respondents who indicated a positive propensity to serve in the Reserve components also were asked which branches of the Reserves and National Guard they would select. The propensity figures are as follows:

Reserves	
Air Force	3.1%
Army	2.2%
Navy	1.4%
Marine Corps	0.5%
National Guard	
Army National Guard	2.9%
Air National Guard	2.7%

Table 8.1 summarizes the propensity data for each of the services within each of the 26 tracking areas. Relative to national averages, the following exceptions occur:

1. The propensity to serve in the Air Force deviates from the U.S. average of 8.7% as follows in these areas:

Below Average	Above Average
• New York City (1.4%)	• Florida (15.0%)
• Michigan/Indiana (5.7%)	• New Mexico/Colorado/ Wyoming (13.2%)
• Philadelphia (5.4%)	
• Pittsburgh (4.8%)	
• Des Moines (5.6%)	

2. The propensity to serve in the Navy deviates from the U.S. average of 5.9% as follows in these areas:

Below Average	Above Average
• New York City (0.0%)	• Florida (11.5%)
• Michigan/Indiana (3.0%)	• New Mexico/Colorado/ Wyoming (9.1%)

3. The propensity to serve in the Army deviates from the U.S. average of 5.3% as follows in these areas:

Below Average	Above Average
• New York City (1.8%)	• Alabama/Mississippi/ Tennessee (10.4%)
• Washington/Oregon (2.9%)	
• Ohio (3.1%)	
• Michigan/Indiana (2.9%)	
• N. California (2.7%)	
• Philadelphia (2.3%)	
• Boston (2.4%)	

4. The propensity to serve in the Marine Corps deviates from the U.S. average of 4.6% as follows in these areas:

Below Average	Above Average
• New York City (0.0%)	• New Mexico/Colorado/ Wyoming (8.3%)
• Ohio (2.4%)	
• Philadelphia (2.4%)	
• Pittsburgh (1.9%)	
• Des Moines (2.5%)	
• Wisconsin (2.4%)	

5. The propensity to serve in the Reserves deviates from the U.S. average of 8.9% as follows in these areas:

Below Average	Above Average
• New York City (4.7%)	• Florida (14.8%)
• Minnesota/North & South Dakota/Nebraska (3.7%)	
• Des Moines (5.6%)	

6. The propensity to serve the National Guard deviates from the U.S. average of 6.4% as follows in these areas:

Below Average	Above Average
• New York City (1.8%)	• Harrisburg (12.4%)
• Ohio (3.6%)	• Florida (12.7%)
• Northern California (3.6%)	• New Orleans (13.2%)

7. The propensity to serve in the Coast Guard deviates from the U.S. average of 4.3% as follows in these areas:

Below Average	Above Average
• New York City (0.0%)	• Florida (7.9%)
• Pittsburgh (2.2%)	

The strongest tracking area by far for recruiting females is Florida, which ranks above the national mean in all seven services (though not significantly in two of them). Another location which shows particular strength is the New Mexico/Colorado/Wyoming tracking area. What these two regions have in common are large Spanish-speaking populations. Yet another region in this category -- Texas -- is also above the mean (though not significantly) for all seven branches. Heavily Hispanic Southern California/Arizonia, on the other hand, does not seem to fit the pattern.

Nevertheless, reference to the propensity rates nationwide among females designating themselves as Hispanics reveals a positive propensity for "any service" of double the national rate. Hispanic females displayed an especially strong propensity to consider the Marine Corps and Navy. It may be that compared to other groups, Spanish-background women perceive relatively better opportunities and/or less job discrimination in military service than in civilian life.

Hispanic males also manifest a positive military propensity of twice the national rate for males. Unlike their female counterparts, however, the Hispanic males' propensity is especially strong for the Army.

Tracking areas which fall significantly below the national average in more than two services are New York City, Ohio, Michigan/Indiana, Pittsburg and Des Moines. In the male surveys, the industrial northeast and midwest have regularly been below average recruiting regions.

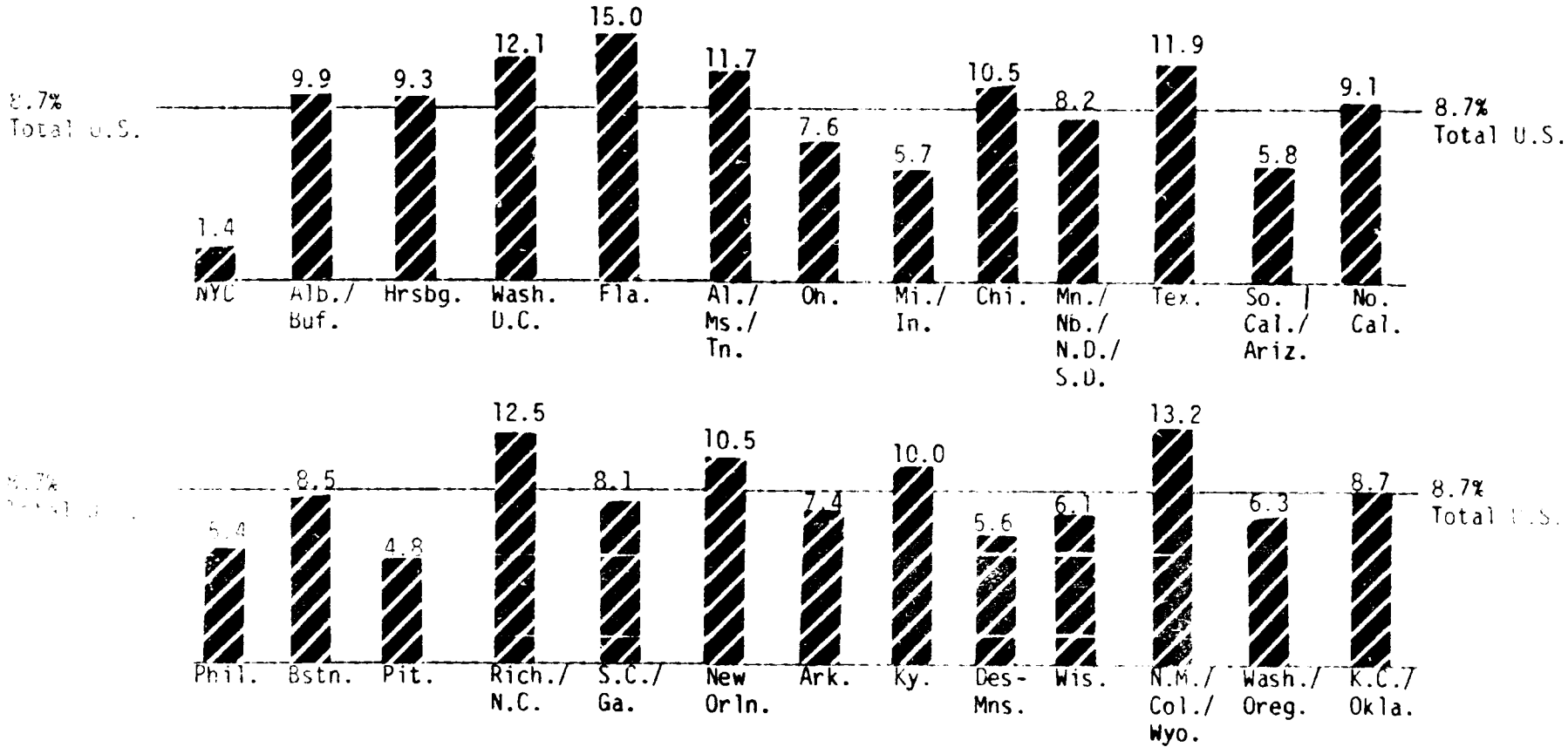
FIGURE 8.1

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

FEMALES

AIR FORCE

(Percent respondents endorsing definitely or probably considering serving)



Source: Question 5a

* Differs significantly from the total U.S.

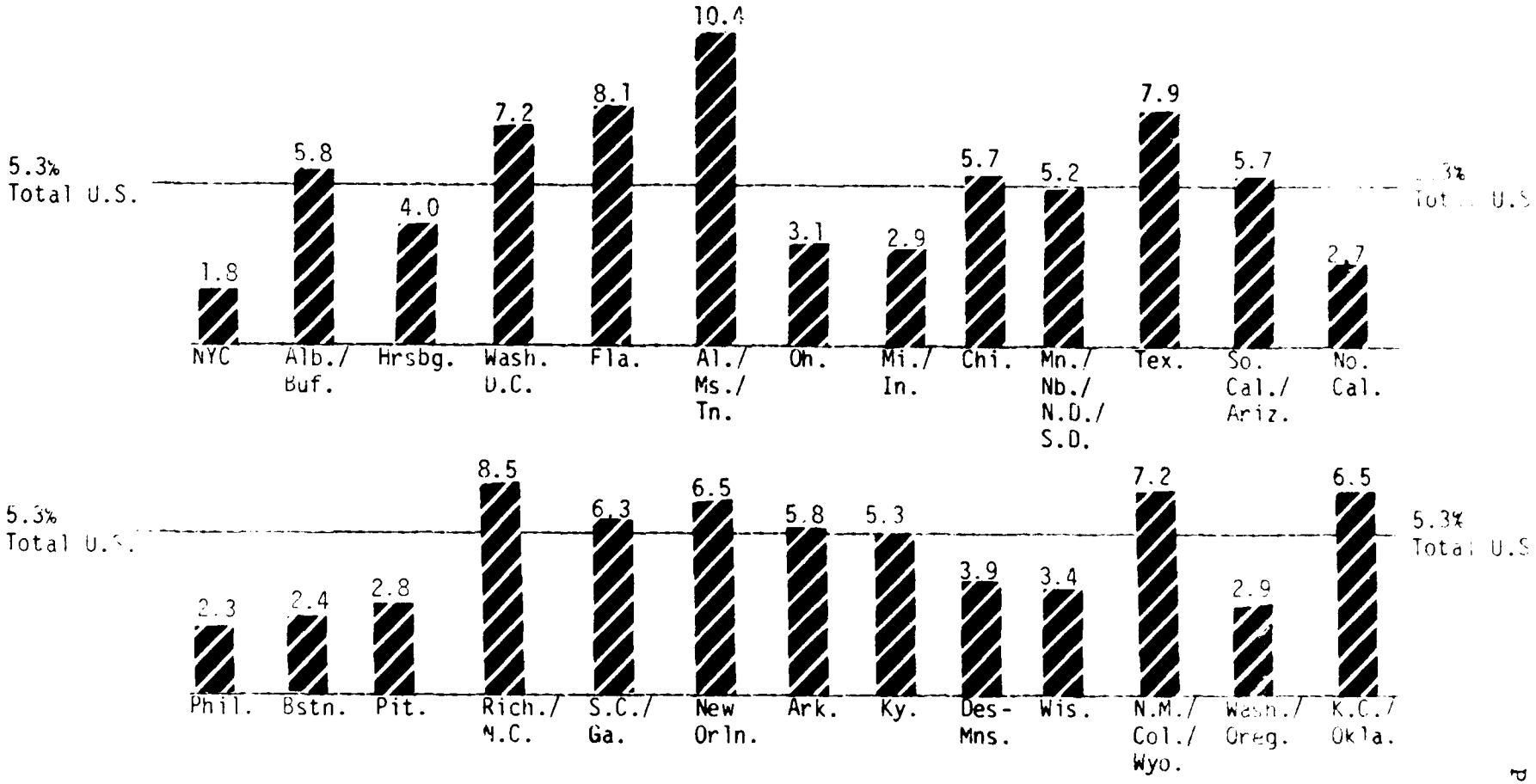
FIGURE 8.2

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

FEMALES

ARMY

(Percent respondents endorsing definitely or probably considering serving)



Source: Question 5a

* Differs significantly from the total U.S.

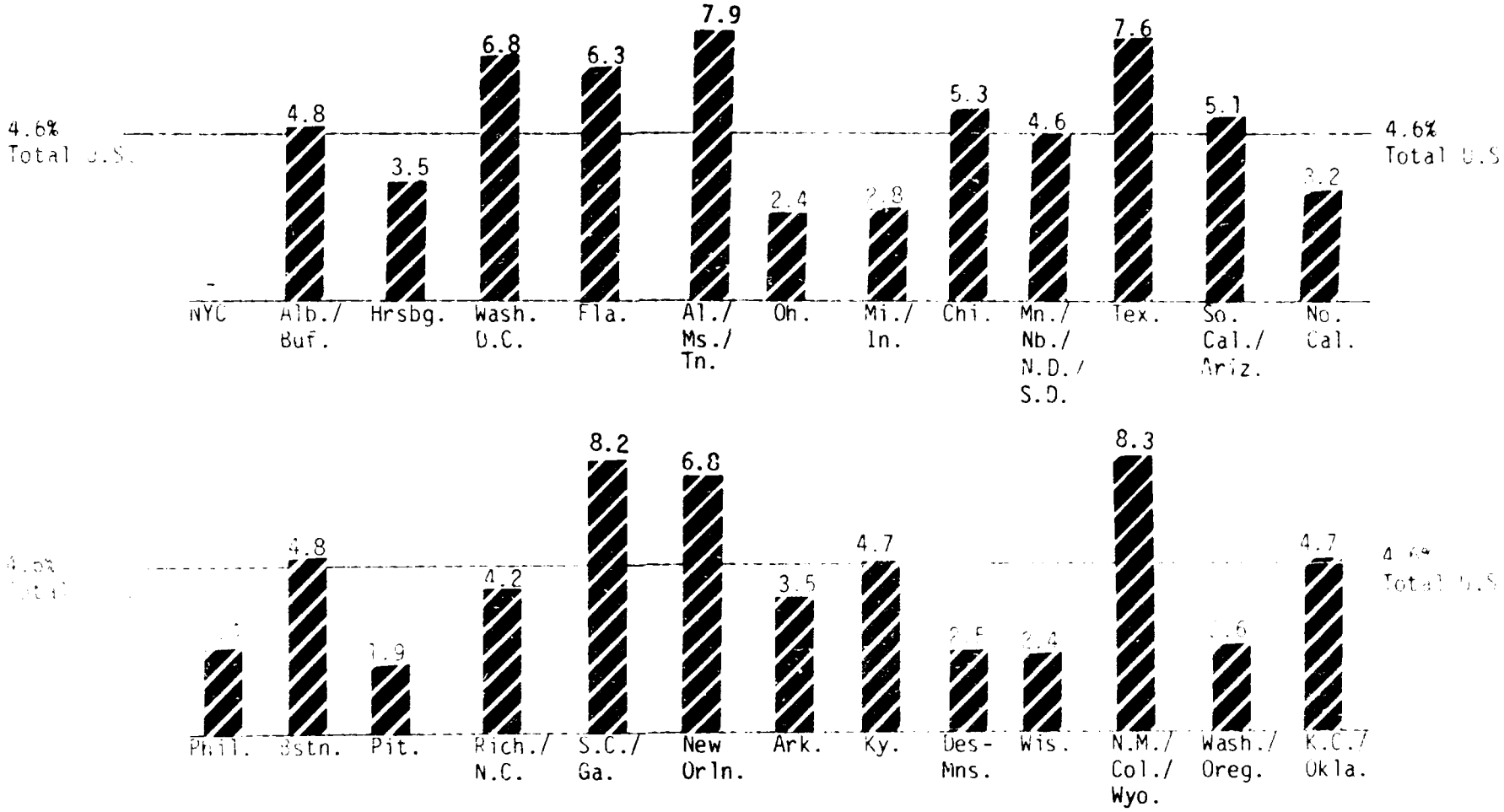
FIGURE 8.3

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

FEMALES

MARINE CORPS

(Percent respondents endorsing definitely or probably considering serving)



Source: Question 5a

* Differs significantly from the total U.S.

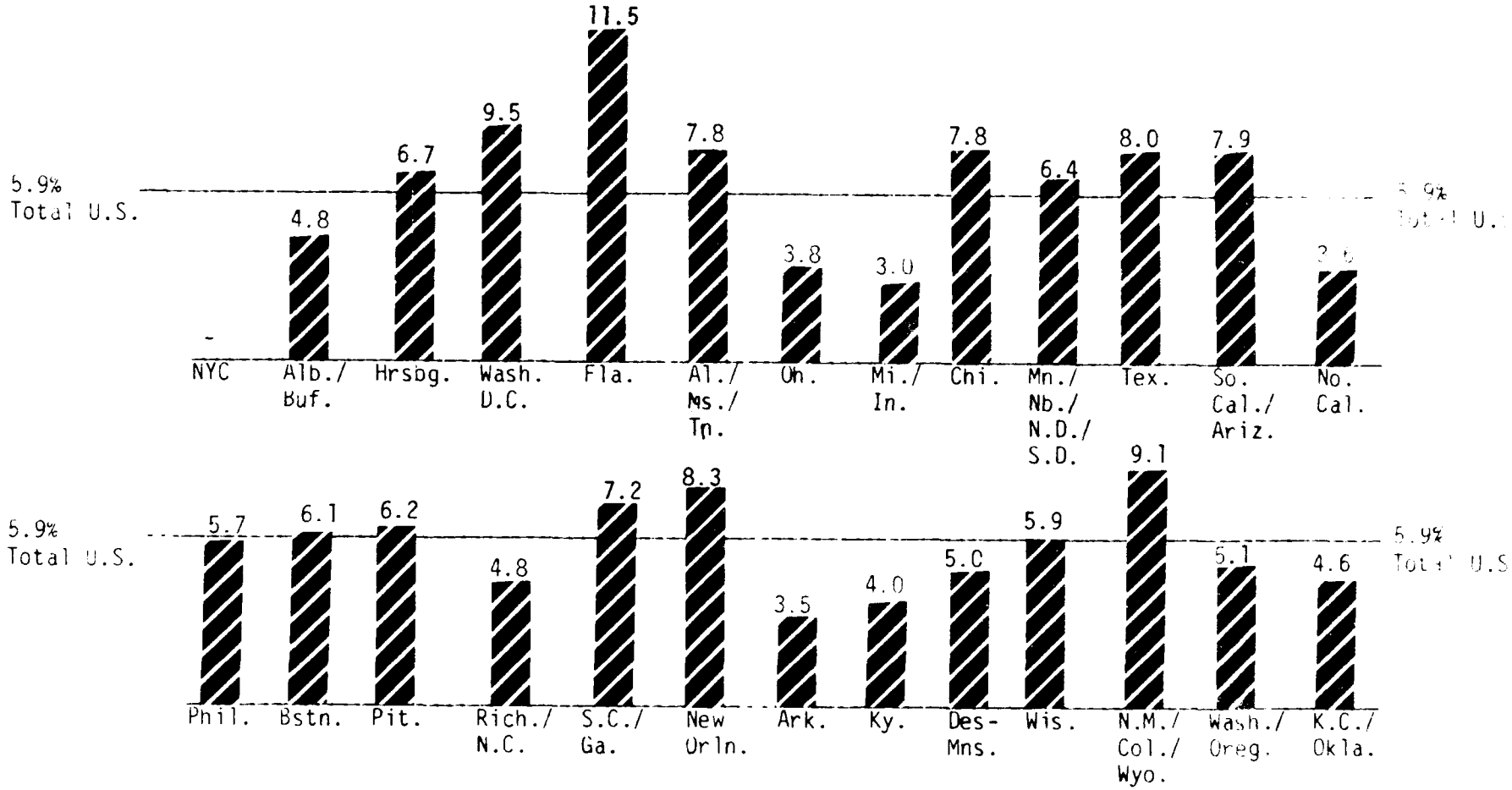
FIGURE 8.4

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

FEMALES

NAVY

(Percent respondents endorsing definitely or probably considering serving)



Source: Question 5a

* Differs significantly from the total U.S.

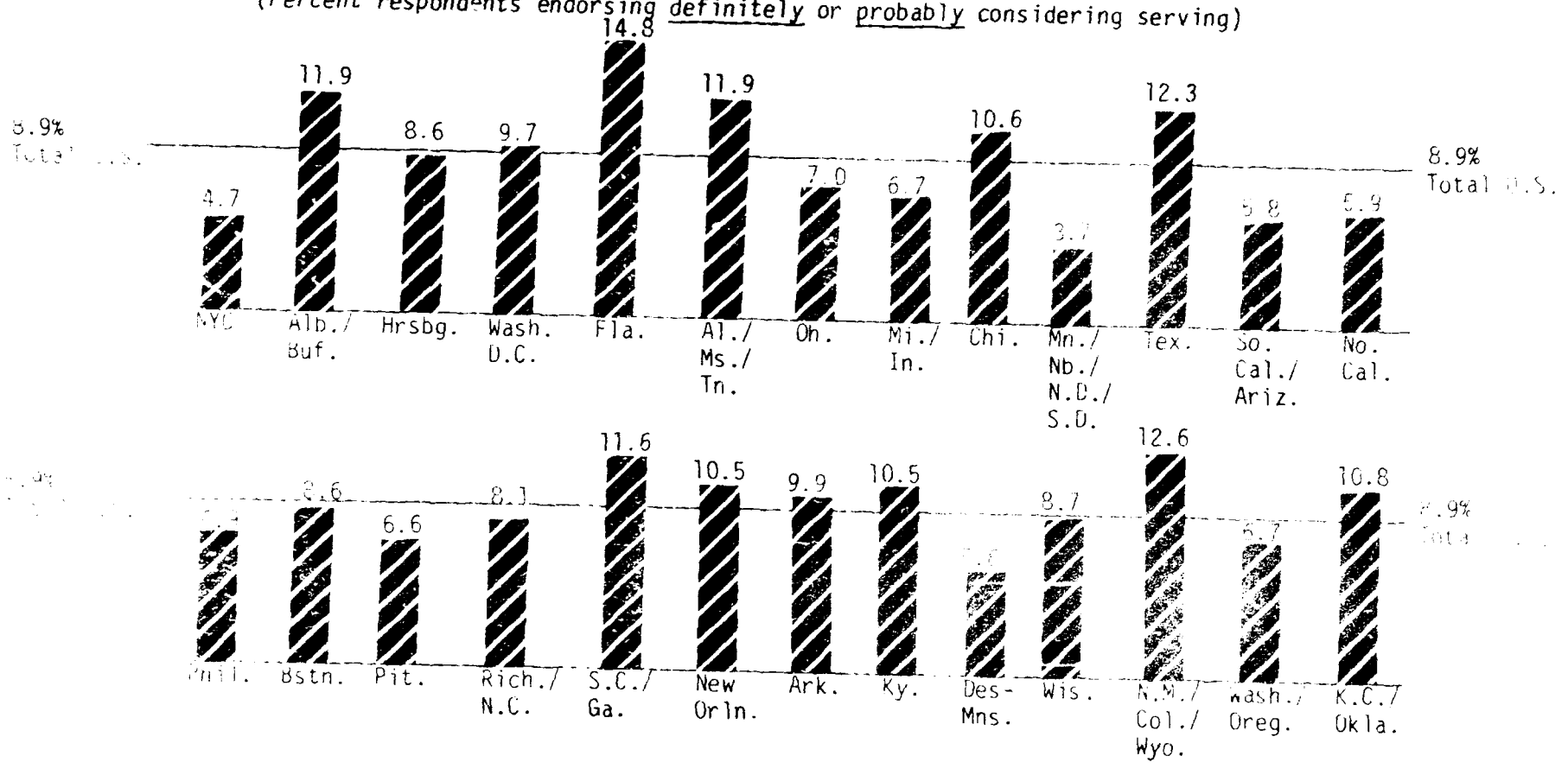
FIGURE 8.5

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

FEMALES

RESERVES

(Percent respondents endorsing definitely or probably considering serving)



Source: Question 5a

* Differs significantly from the total U.S.

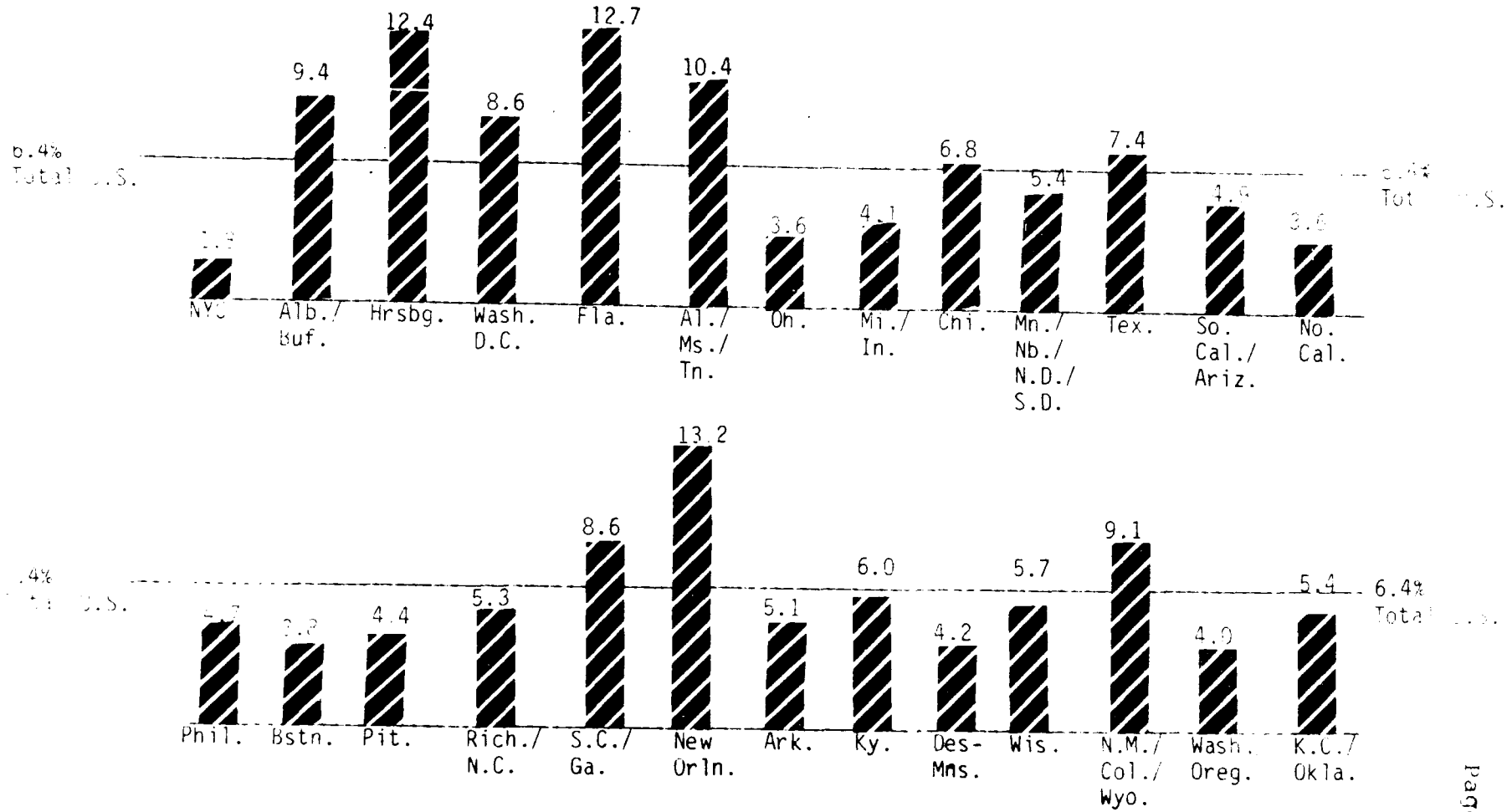
FIGURE 8.6

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

FEMALES

NATIONAL GUARD

(Percent respondents endorsing definitely or probably considering serving)



Source: Question 5a

* Differs significantly from the total U.S.

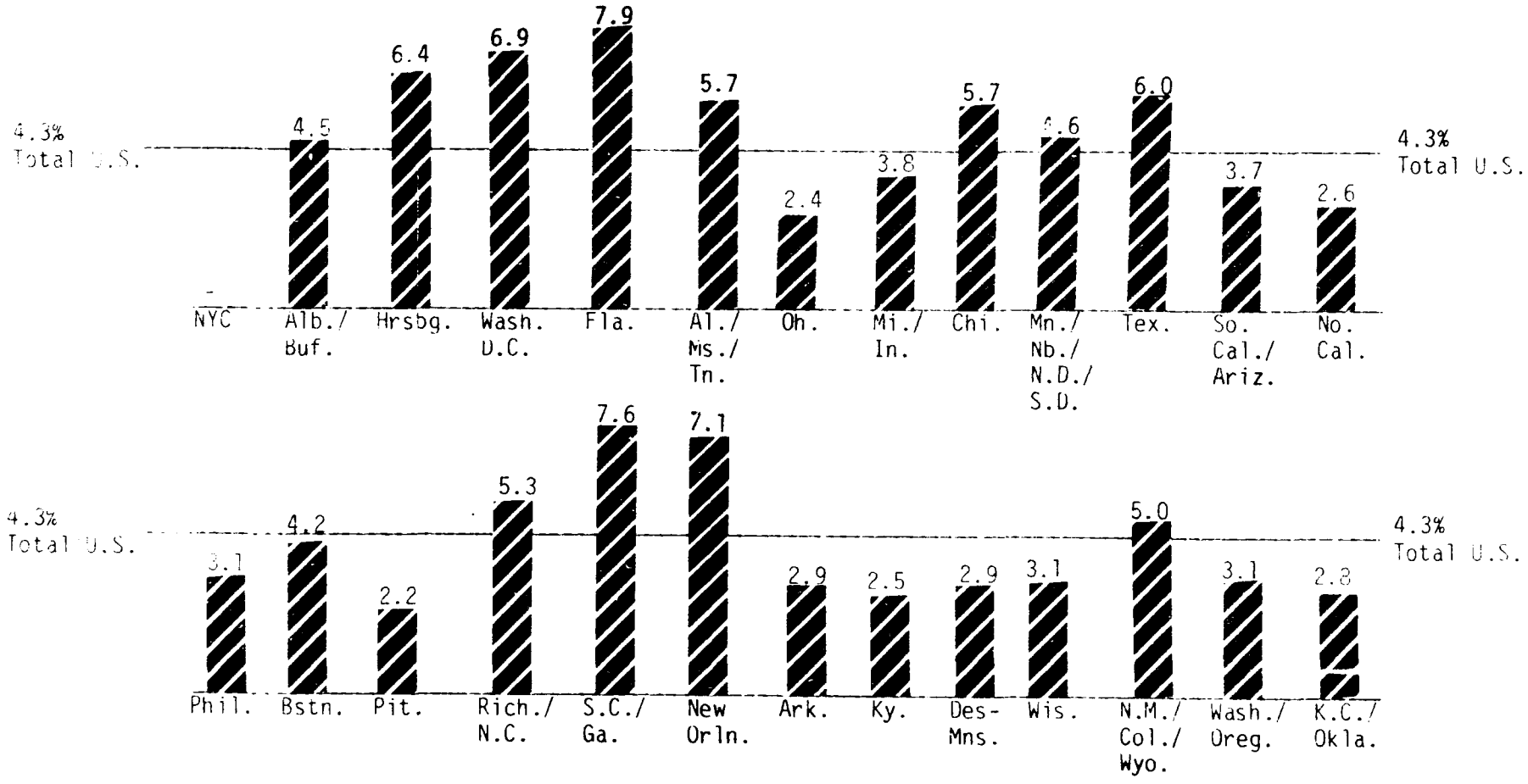
FIGURE 8.7

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

FEMALES

COAST GUARD

(Percent respondents endorsing definitely or probably considering serving)



Source: Question 5a

* Differs significantly from the total U.S.

TABLE 8.1

POSITIVE PROPENSITY TO SERVE IN MILITARY SERVICES

FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors in the Tracking Area Estimate

Percent Saying Definitely or Probably	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ N.D./ S.D. %	Tex. %	So. Cal./ Ariz. %	No. Cal. %
Air Force	8.7	1.4	9.9	9.3	12.1	15.0	11.7	7.6	5.7	10.5	8.2	11.9	5.8	9.1
Navy	5.9	-	4.8	6.7	9.5	11.5	7.8	3.8	3.0	7.8	6.4	8.0	7.9	3.6
Army	5.3	1.8	5.8	4.0	7.2	8.1	10.4	3.1	2.9	5.7	5.2	7.9	5.7	2.7
Marine Corps	4.6	-	4.8	3.5	6.8	6.3	7.9	2.4	2.8	5.3	4.6	7.6	5.1	3.2
Reserves	8.9	4.7	11.9	8.6	9.7	14.8	11.9	7.0	6.7	10.6	3.7	12.3	5.8	5.9
National Guard	6.4	1.8	9.4	12.4	8.6	12.7	10.4	3.6	4.1	6.8	5.4	7.4	4.9	3.6
Coast Guard	4.3	-	4.5	6.4	6.9	7.9	5.7	2.4	3.8	5.7	4.6	6.0	3.7	2.6

Base: All Female Respondents

Source: Question 5a

Response Alternatives:

Definitely consider
Probably consider
Probably not consider
Definitely not consider

TABLE 8.1

POSITIVE PROPENSITY TO SERVE IN MILITARY SERVICES

FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Saying Definitely or Probably	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des-Mns. %	Wis. %	N.M./ Col./ Wyo. %	Wash./ Oreg. %	K.C./ Okla. %
Air Force	8.7	5.4	8.5	4.8	12.5	8.1	10.5	7.4	10.0	5.6	6.1	13.2	6.3	8.7
Navy	5.9	5.7	6.1	6.2	4.8	7.2	8.3	3.5	4.0	5.0	5.9	9.1	5.1	4.6
Army	5.3	2.3	2.4	2.8	8.5	6.3	6.5	5.8	5.3	3.9	3.4	7.2	2.9	6.5
Marine Corps	4.6	2.4	4.8	1.9	4.2	8.2	6.8	3.5	4.7	2.5	2.4	8.3	2.6	4.7
Reserves	8.9	6.9	8.6	6.6	8.1	11.6	10.5	9.9	10.5	5.6	8.7	12.6	6.7	10.8
National Guard	6.4	4.7	3.8	4.4	5.3	8.6	13.2	5.1	6.0	4.2	5.7	9.1	4.0	5.4
Coast Guard	4.3	3.1	4.2	2.2	5.3	7.6	7.1	2.9	2.5	2.9	3.1	5.0	3.1	2.8

Base: All Female Respondents

Source: Question 5a

Response Alternatives: Definitely consider
Probably consider
Probably not consider
Definitely not consider

8.2 Anticipated Likelihood, Timing, and Status of Entry

For a deeper understanding of the military intentions of positive propensity female respondents, they were asked a series of questions to gauge their intensity of interest, when they expect to join, and their rank at entry (enlisted or officer). As in the male analysis, the data observed in this section imply considerable caution before using the propensity measure for projections of actual enlistments.

With respect to intensity of enlistment consideration among positive propensity females, 21.5% said they were either "extremely" or "very" likely to enlist, while 78.6% responded that they were only "somewhat" or "slightly" likely to enlist in an active duty branch of the service (table not shown). Thus, as in the male analysis, again only a small minority of positive propensity respondents can really be counted on to follow-up on their stated interest in considering military service. There was no significant variation across tracking areas, but because of the small area samples, this conclusion cannot be made with a high level of confidence.

As for when they expect to join, Table 8.2 shows that one-third of the positive propensity females thought their time of entry would be within two years (About 11% of the total believed it would be within one year). The other two-thirds either did not know or said it would be at least two years before they would be joining. It therefore is evident that most females indicating a positive inclination for military service are thinking about it at some point in the relatively distant future. As the table displays, there was no significant variation across tracking areas, though again, sample size does not permit confident inference on this point.

TABLE 8.2

WHEN EXPECT TO JOIN MILITARY SERVICE

FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Naming This Time Span	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ N.D./ S.D. %	Tex. %	So. Cal./ Ariz. %	No. Cal. %
Within 2 years	33.2	36.5	33.6	38.2	20.6	45.0	26.7	26.0	42.3	30.9	28.3	36.2	38.8	36.4
Two years or more	55.9	64.5	59.6	44.4	62.7	38.2	70.7	67.7	38.5	56.5	63.1	55.2	47.4	48.5
Don't know/no answer	10.9	-	6.8	17.4	16.7	16.8	2.6	6.3	19.2	13.0	8.6	8.6	13.8	15.1

Base: Those Females with Positive Propensity to at Least One Active Duty Service (Excluding Coast Guard)

Source: Question 5c

TABLE 8.2

WHEN EXPECT TO JOIN MILITARY SERVICE

FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Naming This Time Span	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des-Mns. %	Wis. %	Col./ Wyo. %	Wash./ Oreg. %	K.C./ Okla. %
Within 2 years	33.2	45.7	34.8	29.7	36.2	30.2	33.7	31.6	39.0	48.4	30.3	27.1	25.0	24.4
Two years or more	55.9	46.6	52.3	59.0	56.0	55.8	60.3	60.5	51.2	47.9	51.5	50.8	65.6	71.1
Don't know/no answer	10.9	7.6	13.0	16.4	7.8	16.3	6.0	7.9	9.8	3.8	18.2	20.3	6.3	6.7

Base: Those Females with Positive Propensity to at Least One Active Duty Service (Excluding Coast Guard)

Source: Question 5c

Most of the young women who were considering joining (7 out of 10) said that they would probably enlist in the service; the balance thought that they would be joining as officers. Inter-area differences were not statistically significant.

8.3 Academic Achievement and the Quality Index

Because it is just as important that the military attract capable young women enlistees as qualified male youth, the Quality Index is used again in the analysis. The components of the index are the same: reported high school grades, number of mathematics or technical courses successfully completed, and whether or not the respondent passed a course in high school covering electricity or electronics. The index ranges from a low score of 1 to a high score of 10. Its exact composition is explained at the end of Section I.

Table 8.3 reports the overall (Total U.S.) quality index mean to be 6.42. This is within sampling error of the Fall 1980 U.S. male mean of 6.39. Variation across the tracking areas is fairly small; only four locations differ significantly from the national average. Females in New York City, South Carolina/Georgia, and Wisconsin scored above the U.S. mean, while those in the Southern California/Arizonia region fell below it. By comparison, Fall 1980 males in New York City and Wisconsin also ranked above the national average for males, but male youth in South Carolina/Georgia, unlike their females counterparts, scored significantly below it.

Table 8.4 presents data on the number of mathematics courses passed by females in each of the tracking areas. Nationwide, about one-third successfully finished three or more courses, nearly one-half passed either one or two, and slightly fewer than one in five females failed to take and pass any math courses. These figures are quite similar to the male percentages.

TABLE 8.3

RESPONDENT QUALITY INDEX

FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ N.D./ S.D. %	Tex. %	So. Cal./ Ariz. %	No. Cal. %
Mean index value	6.42	7.06	6.50	6.56	6.17	6.40	6.34	6.16	6.46	6.34	6.31	6.52	5.83	6.30

Base: All Females Respondents

Source: Quality Index (combination of Questions 19, 21 and 22)

Scale Value: Minimum value = 1
Maximum value = 10

TABLE 8.3

RESPONDENT QUALITY INDEX

FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimates

	Total U.S. %	Phil. %	Bstn. %	Pit %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des-Mns. %	Wis. %	N.M./ Col./ Wyo. %	Wash./ Oreg. %	K.C./ Okla. %
Mean index value	6.42	6.21	6.42	6.53	6.64	$\boxed{6.74}$	6.51	6.21	6.30	6.38	$\boxed{6.71}$	6.40	6.63	6.54

Base: All Female Respondents

Source: Quality Index (combination of Question 19, 21 and 22)

Scale Value: Minimum value = 1
Maximum value = 10

TABLE 8.4

NUMBER OF MATH COURSES PASSED

FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimates

Percent Naming This Number of Courses	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ N.D./ S.D. %	Tex. %	So. Cal./ Ariz. %	No. Cal. %
Three or more	33.6	48.4	34.7	41.9	35.3	31.6	27.0	23.5	41.4	37.5	30.8	32.4	19.3	31.7
Less than three	48.1	40.3	44.7	36.2	42.3	53.2	55.6	53.3	37.6	50.5	52.3	49.5	55.8	49.8
None	18.3	11.2	20.5	21.9	22.4	15.2	17.5	23.3	21.1	12.0	17.0	18.1	24.9	18.6

Base: All Female Respondents

Source: Question 21

TABLE 8.4

NUMBER OF MATH COURSES PASSED

FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Naming This Number of Courses	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des-Mns. %	Wis. %	N.M./ Col./ Wyo. %	Wash./ Oreg. %	K.C./ Okla. %
Three or more	33.6	37.7	38.3	34.1	39.7	40.3	35.4	24.6	24.8	26.6	35.7	36.1	34.4	30.7
Less than three	48.1	38.3	40.1	42.7	44.5	47.8	52.2	56.7	54.8	50.6	50.5	48.6	51.2	56.9
None	18.3	24.0	21.7	23.2	15.9	11.8	12.4	18.7	20.5	22.8	13.8	15.3	14.4	12.4

Base: All Female Respondents

Source: Question 21

In terms of area-to-area differences, Table 8.4 reveals that those locations scoring above the national percentage of 33.4 (i.e., those having passed three or more courses) were all industrial regions -- New York City, Harrisburg, and Michigan/Indiana, -- except for South Carolina/Georgia. Those falling significantly below the national percentage were Southern California/Arizona, Kentucky, Arkansas, Des Moines, Alabama/Mississippi/Tennessee, and Ohio-- except for the latter, all situated in primarily agricultural areas. Areas of female mathematics strength tended to be the same tracking where the males exhibited high math achievement.

The last measure of educational quality is type of high school program. Table 8.5 divides the sample of females into three categories depending on the kind of high school curriculum they are pursuing (or have pursued, for those not currently enrolled in high school). Roughly one-quarter fell into the vocational category; another one-quarter in the commercial/business group; and the remainder are or have been in college preparatory programs. A greater proportion of females than males -- 9% more -- designated the vocational curriculum, while about an equal percentage fewer reported the commercial/business program. The percentage of males and females in the college preparatory program is almost identical -- about 45%.

Across the tracking areas, New York City, Boston, New Orleans, Florida, and Richmond/North Carolina all exhibited higher than average porportions of females in the college preparatory program. Minnesota/Nebraska/Dakota, Arkansas, Alabama/Mississippi/Tennessee, and Michigan/Indiana, by contrast, all scored below the national percentage. The only common feature of the above average areas is that all are costal regions. The analogous figures for the vocational and the commercial/business programs are displayed in Table 8.5.

TABLE 8.5

HIGH SCHOOL EDUCATION PROGRAM

FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimates

Percent Naming This Program	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ N.D./ S.D. %	Tex. %	So. Cal./ Ariz. %	No. Cal. %
College preparatory	44.9	60.5	41.5	46.9	45.6	52.1	37.2	41.5	36.5	44.9	34.9	39.0	50.9	50.6
Vocational	23.9	10.4	23.1	12.9	19.1	22.0	32.1	28.6	27.2	20.4	35.6	31.8	25.8	23.3
Commercial/ business	28.9	29.2	34.5	39.5	33.6	25.7	27.0	27.5	33.6	32.1	25.2	24.7	20.5	24.7

Based: All Female Respondents

Source: Question 20

TABLE 8.5

HIGH SCHOOL EDUCATION PROGRAM

FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Naming This Number of Courses	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des-Mns. %	Wis. %	N.M./ Col./ Wyo. %	Wash./ Oreg. %	K.C./ Okla. %
College preparatory	44.9	48.3	57.3	38.8	51.8	43.4	54.8	35.4	46.1	39.4	42.3	45.4	43.7	47.0
Vocational	23.9	13.7	7.2	20.7	25.4	31.3	14.0	26.1	19.1	28.6	25.2	26.7	29.9	24.3
Commercial/ Business	28.9	37.6	35.2	38.0	20.0	24.5	30.1	35.9	19.1	28.6	25.2	26.7	29.9	24.3

Base: All Female Respondents

Source: Question 20

8.4 Recalled Recruiter Contact

Table 8.6 presents the tracking area data on the question of whether or not the respondent had any contact with an active duty military recruiter within the last six months. Nationally, fewer than one in six females (15.9%) reported having had such contact. This compares with 26.0% of the male sample.

Only one of the tracking areas displayed a larger than average percentage of contacts -- Harrisburg, with 21.9%. Three areas, by contrast, exhibited lower than average rates of contact -- New York City, Philadelphia, and New Mexico/ Colorado/Wyoming.

Table 8.7 explores the issue of recruiter contact in greater detail. Females who answered that they did have recruiter contact within the specified period were asked the follow-up question about how they were in contact with the recruiter. Following the standard format, the table presents the nationwide and individual tracking area percentages for each of five different types of contact.

The most common kind of contact was hearing a recruiter talk at high school (49.1%). Next most frequently mentioned were face-to-face discussions someplace other than at an official recruiting station (42.5%) and telephone conversations (40.6%). Slightly more than one-third (34.4%) reported receiving literature in the mail, and for the remaining one-sixth contact occurred at a recruiting station. The area-by-area rates of contact in each category can be found in the table.

TABLE 8.6

HAD RECENT RECRUITER CONTACT

FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimates

Percent Had Recruiter Contact	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ N.D./ S.D. %	Tex. %	So. Cal./ Ariz. %	No. Cal. %
Past 6 months	15.9	10.0	20.7	21.9	15.2	19.9	16.4	15.1	17.2	16.5	19.2	17.8	13.9	12.4

Base: All Female Respondents

Source: Question 8a

TABLE 8.6

HAD RECENT RECRUITER CONTACT

FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Had Recruiter Contact	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des-Mns. %	Wis. %	N.M./ Col./ Wyo. %	Wash./ Oreg. %	K.C./ Okla. %
Past 6 months	15.9	10.7	12.2	18.4	16.9	15.0	16.9	15.5	18.2	19.2	15.7	11.6	16.0	15.1

Base: All Female Respondents

Source: Question 8a

TABLE 8.7

TYPE OF RECENT RECRUITER CONTACT

FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimates

Percent Had This Type of Recruiter Contact	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ N.D./ S.D. %	Tex. %	So. Cal./ Ariz. %	No. Cal. %
Talked to recruiter by telephone	40.6	22.7	39.5	23.2	50.5	21.3	35.8	63.6	30.2	64.0	56.2	30.4	49.7	38.5
Received recruiting literature in the mail	34.4	19.4	41.7	38.4	28.2	32.9	32.4	44.0	27.4	39.3	34.7	42.7	28.2	30.9
Heard recruiter talk at high school	49.1	61.8	48.3	45.6	55.3	37.9	82.3	38.5	37.5	35.0	36.9	39.7	59.7	41.4
Talked face-to-face (not at station)	42.5	38.8	41.3	43.9	40.1	50.9	44.9	44.2	51.2	41.2	42.5	37.7	41.0	36.4
Went to a recruiting station	16.2	3.8	11.1	16.2	10.2	23.5	12.1	25.3	20.3	36.4	13.3	18.5	11.3	7.4

Base: All Female Respondents Having Recent Recruiter Contact in Past Six Months

Source: Questions 8b and 8c

TABLE 8.7

TYPE OF RECENT RECRUITER CONTACT

FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Saying Definitely or Probably	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des-Mns. %	Wis. %	N.M./ Colo./ Wyo. %	Wash./ Oreg. %	K.C./ Okla. %
Talked to recruiter by telephone	40.6	43.9	33.5	46.9	41.5	37.6	30.9	44.9	39.1	60.6	46.4	44.9	37.1	46.2
Received recruiting literature in the	34.4	21.2	27.3	43.5	32.8	33.1	39.0	38.8	29.8	47.4	39.8	36.6	37.6	40.8
Heard recruiter talk at high school	49.1	56.3	53.7	54.8	50.0	68.0	79.4	50.4	58.7	35.7	32.8	35.1	41.1	46.3
Talked face-to-face (not at station)	42.5	31.7	34.8	42.8	45.1	44.9	38.6	48.9	54.9	38.0	45.9	18.8	45.5	30.8
Went to a recruiting station	16.2	9.4	24.2	19.6	10.4	23.2	19.5	11.1	15.6	25.0	10.0	17.1	6.4	21.2

Base: All Female Respondents Having Recent Recruiter Contact in Past Six Months

Source: Questions 8b and 8c

The frequency of different types of contact reported by males was somewhat different. More males than females mentioned telephone contacts, literature through the mail, and discussions at recruiting stations. Female contact was somewhat more likely to have been at high schools.

8.5 Perceived Adequacy of Information Received from Recruiter

The discussion thus far has focussed on frequency of contact, but there is also an important qualitative dimension to investigate -- whether or not the respondent felt the information provided was satisfactory.

Table 8.8 shows the percent of females who reported receiving inadequate information from the various service recruiters. Perceived inadequacy of information was defined the same as in the male analysis: responses of "very little of the information wanted" were taken as expressions of dissatisfaction.

As in the male study, all the services receive fairly good evaluations on this measure, though the Air Force and Army did somewhat better (about 15% inadequate) than the Navy and Marine Corps (about 20% inadequate).

The male ratings of recruiting information fell in roughly the same range of 15-20% inadequate. Army and Marine Corps recruiting was somewhat more favorably evaluated by females than males, but there was hardly any noticeable male-female difference in evaluation of the Air Force and Navy.

There were few statistically significant differences by tracking area in perceived adequacy of information. The few locations diverging from the national average are highlighted in Table 8.8.

TABLE 8.8

PERCENT RECEIVING INADEQUATE INFORMATION FROM MILITARY RECRUITER

FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimates

Percent Getting Very Little Information	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ N.D./ S.D. %	Tex. %	So. Cal./ Ariz. %	No. Cal. %
From Army	15.5	17.6	21.1	22.8	18.0	13.7	23.7	26.5	9.1	20.9	12.5	-	20.9	4.8
from Navy	20.2	27.1	18.6	13.2	21.4	26.5	17.8	5.9	40.9	27.8	13.7	13.2	4.9	33.6
From Marine Corps	20.1	31.4	27.0	28.4	8.2	18.7	28.4	33.1	16.2	20.1	16.6	5.4	23.9	-
From Air Force	14.5	45.1	30.5	17.6	-	3.4	28.0	7.2	-	18.7	34.6	24.8	6.3	19.5

Base: Female Respondents Having Recruiter Contact With Specific Service Recruiter

Source: Question 9e

Response alternatives: All the information you wanted
Most of it
Very little

TABLE 8.8

PERCENT RECEIVING INADEQUATE INFORMATION FROM MILITARY RECRUITER

FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Getting Very Little Information	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des-Mns. %	Wis. %	N.M./ Col./ Wyo. %	Wash./ Oreg. %	K.C./ Okla. %
From Army	15.5	14.1	15.3	7.8	12.8	17.3	22.1	17.0	7.8	13.2	45.1	16.3	21.1	17.9
From Navy	20.2	28.5	5.9	5.6	29.1	8.3	27.1	14.5	36.8	10.9	14.6	14.0	38.4	25.2
From Marine Corps	20.1	9.0	34.6	-	16.8	11.1	-	17.2	-	36.0	33.3	30.4	48.5	30.7
From Air Force	14.5	-	25.1	18.9	-	5.3	-	-	10.0	28.5	19.2	3.3	43.7	12.2

Base: Female Respondents Having Recruiter Contact with Specific Service Recruiter

Source: uestion 9e

Response Alternatives: All the information you wanted
Most of it
Very little

8.6 Other Activities Concerning Enlistment

Besides recruiter contact, youth interested in considering military service may obtain information and advice from a variety of other sources. Table 8.9 summarizes responses to the question of whether or not each of the specified sources was consulted within the last six months.

As the first column shows, friends presently or formerly in the service, and parents, were the two most popular sources of information about military service. They were consulted by about one in five females. Boyfriends/husbands and the Armed Services aptitude test each provided information for about one in eight and one in nine females, respectively. Teachers, guidance counselors, and soliciting information through the mail were less commonly used sources of information, with fewer than one- fifteenth of the sample mentioning them. The physical or mental examination and the toll-free telephone call were very rarely mentioned. Each of the above sources was mentioned more often by males than by females.

Analysis by tracking area reflects the weak interest in military service manifested in the New York City region. Philadelphia, Boston, and Northern California were other tracking areas tending to score below the national average in interest shown in considering military service. Texas, Florida, Richmond/North Carolina and South Carolina/Georgia appear to be the areas of greatest interest in obtaining non-recruiter information about the military.

TABLE 3.9

OTHER ACTIVITIES CONCERNING ENLISTMENT

FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimates

Percent Answering "Yes"	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ N.D./ S.D. %	Tex. %	[illegible] %	[illegible] %
Talked with friends in or out of service	21.6	7.9	26.2	19.3	19.3	24.9	19.6	25.7	[illegible]	24.2	24.1	27.4	[illegible]	[illegible]
Talked with one or both parents	15.7	6.1	21.3	19.0	21.8	23.7	20.2	15.7	15.1	20.4	17.6	25.4	[illegible]	[illegible]
Talked with a friend [illegible]	[illegible]	4.0	17.5	9.9	12.2	20.[illegible]	14.8	15.4	[illegible]	15.[illegible]	14.[illegible]	[illegible]	12.6	6.5
[illegible]	[illegible]	3.8	14.3	11.1	7.6	14.4	23.4	4.3	6.2	[illegible]	15.4	[illegible]	4.5	[illegible]
[illegible]	[illegible]	2.1	9.6	7.3	6.4	9.5	8.2	7.0	5.6	8.7	6.4	[illegible]	2.4	3.8
[illegible]	[illegible]	3.2	5.2	3.8	5.6	7.1	6.3	[illegible]	[illegible].9	3.[illegible]	[illegible]	[illegible]	5.1	4.[illegible]
[illegible]	4.0	1.8	4.1	3.4	6.1	3.3	4.3	3.9	3.3	3.4	4.1	[illegible]		[illegible]
[illegible]	[illegible]	.8	2.7	2.5	.7	3.9	2.5	[illegible]	.7	2.[illegible]			[illegible].4	
[illegible]	1.2	.3	[illegible]	[illegible]	1.2	[illegible]	.6	[illegible]	1.6	[illegible]	[illegible]	.6		[illegible]

[illegible] Undecided

[illegible] Question 8c

TABLE 8.9

OTHER ACTIVITIES CONCERNING ENLISTMENT

FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Answering "Yes"	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des-Mns. %	Wis. %	N.M./ Col./ Wyo. %	Wash./ Oreg. %	K.C./ Okla. %
Talked with friends in or out of service	21.0	16.1	22.9	16.8	28.3	23.7	22.6	16.0	16.1	23.0	23.0	24.5	22.3	21.0
Talked with one or both parents	18.7	12.2	17.5	23.3	23.2	22.4	23.1	16.3	15.0	15.3	16.3	21.2	15.7	21.3
Talked with boyfriend or husband	13.6	9.2	14.4	13.0	13.7	18.7	17.2	14.3	12.4	13.0	16.9	18.7	9.0	15.8
Took aptitude test in high school given by Armed Services	11.4	3.9	4.6	15.4	15.1	20.6	13.8	11.0	13.3	6.6	10.7	9.0	11.0	14.8
Asked for information by mail	6.3	6.0	3.6	5.9	11.0	8.9	9.6	6.1	6.9	5.5	4.3	5.8	4.4	7.0
Talked with guidance counselor	5.7	3.5	3.7	8.7	8.8	10.6	7.5	5.7	7.4	3.5	4.1	6.3	6.6	5.3
Talked with teacher	4.0	4.4	2.7	2.5	6.6	7.3	11.0	1.8	4.2	4.2	3.3	6.2	2.6	6.0
Physically or mentally tested at military examining station	1.5	1.1	.6	1.3	2.2	3.5	2.4	2.1	2.0	2.1	.5	.3	1.4	1.8
Made toll-free call to get information	1.2	.6	.4	.6	2.4	3.7	3.1	1.0	2.3	1.7	.3	2.0	-	1.9

Base: All Female Respondents

Source: Question 8c

8.[illegible] Perceived Difficulty of Obtaining [illegible] a Full-Time or Part-Time Job

As discussed in previous reports, labor market factors can be expected to have an effect on enlistment, particularly in a weak economy such as the country is currently experiencing. While unemployment rates vary from region to region and for persons of different ages and backgrounds, perceptions of the job market may have a greater impact on career choices than the actual labor conditions. Accordingly, this study has tracked respondents' perceptions of the difficulty of getting either a full-time or part-time job in their area of the country.

As Table 8.10 presents, 38.9% of the females interviewed were quite pessimistic about the chances of getting a full-time job, while 58.5% felt that it would be either "somewhat difficult" or "not difficult at all." The figures are virtually identical to the findings of the male sample.

Females in the New York City, Michigan/Indiana, and Kentucky tracking areas were more pessimistic than average about locating a full-time job. Each of these areas are currently experiencing higher than average actual unemployment; thus, perception seems to correspond to the reality. Three Southern areas scored significantly below the national average of 38.8% -- Kansas City/Oklahoma, Texas, and New Orleans -- all located in the relatively rapidly growing "sunbelt."

As for perception of obtaining part-time employment, the figures in Table 8.11 suggest somewhat less pessimistic expectations, with only 18.9% saying such employment would be "almost impossible" or "very difficult"

to find. More than three-quarters (78.1%) felt it would be only "somewhat" or "not at all" difficult. Again the female responses are within 2 percentage points of the male percentages. The area-by-area data are shown in the tables.

TABLE 8.10

PERCEIVED DIFFICULTY OF OBTAINING FULL TIME JOB

FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimates

	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	On. %	Mi./ In. %	Chi. %	Mn./ Nb./ N.D./ S.D. %	Tex. %	So. Cal./ Ariz. %	No. Cal. %
[illegible]	[illegible]	46.3	40.9	40.1	37.4	39.9	39.9	34.9	55.3	34.2	36.[illegible]	[illegible]	[illegible]	39.[illegible]
[illegible]	[illegible]	45.3	58.2	58.8	59.0	58.7	59.4	62.3	41.1	61.6	61.[illegible]	[illegible]	61.9	[illegible]
[illegible] know	2.7	5.4	.9	1.1	3.6	1.4	.7	2.9	3.6	4.2	2.0	[illegible]	2.1	3.[illegible]

[illegible] all Female respondents

Source: Question 31

TABLE 8.10

PERCEIVED DIFFICULTY OF OBTAINING FULL TIME JOB

FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des-Mns. %	Wis. %	N.M./ Col./ Wyo. %	Wash./ Oreg. %	K.C./ Okla. %
Almost impossible very difficult	38.8	36.6	38.9	44.5	34.7	35.6	30.0	38.3	50.6	38.7	38.0	38.9	36.1	28.1
Somewhat difficult/ not difficult at all	58.5	59.5	55.5	52.0	62.4	61.2	70.0	58.7	48.0	58.9	59.5	55.5	61.2	71.0
Don't know	2.7	3.9	5.6	3.5	2.9	3.2	-	2.9	1.4	2.4	2.5	5.6	2.7	.8

Base: All Female Respondents

Source: Question 31

TABLE 8.11

PERCEIVED DIFFICULTY OF OBTAINING PART TIME JOB

FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimates

	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ N.D./ S.D. %	Tex. %	So. Cal./ Ariz. %	No. Cal./ [illegible] %
Almost impossible very difficult	16.9	27.6	14.3	20.8	20.8	21.2	25.9	15.8	23.4	13.8	[illegible]	[illegible]	[illegible]	[illegible]
Somewhat difficult not difficult at all	[illegible]	66.4	84.1	75.5	76.5	75.3	73.8	80.3	75.0	84.0	[illegible]	[illegible]	75.4	[illegible]
Don't know	3.1	6.0	1.6	3.7	2.7	3.6	.4	3.8	1.6	2.2	4.5	3.6	4.3	3.[illegible]

Base: All Female Respondents

Source: Question 3m

TABLE 8.11

PERCEIVED DIFFICULTY OF OBTAINING PART TIME JOB

FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des-Mns. %	Wis. %	N.M./ Col./ Wyo. %	Wash./ Oreg. %	K.C./ Okla. %
Almost impossible very difficult	18.9	22.4	17.5	19.3	18.2	20.0	15.8	14.5	25.5	16.2	14.2	16.7	21.1	9.2
Somewhat difficult/ not difficult at all	78.1	75.0	75.8	79.3	80.0	77.6	82.4	81.6	71.7	81.0	84.4	78.5	75.5	87.5
Don't know	3.1	2.6	6.6	1.4	1.7	2.4	1.8	3.9	2.9	2.8	1.4	4.8	3.4	3.3

Base: All Female Respondents

Source: Question 2m

SECTION IX

ANALYSIS OF TARGET MARKETS

SECTION IX

Analysis of Target Markets

In this section the relationship between propensity and certain demographic, attitudinal, and behavioral variables are examined. As in the male study, this analysis is undertaken for the purpose of identifying those factors that discriminate between positive and negative propensity groups.

The following variables are included in this analysis:

Demographic Variables

- Age (Qu. 3a)
- Employment Status (Qu. 3f, 3g, 3h)
- Race (Qu. 23)
- Educational Status (Qu. 3b, 3c, 3d, 3e)
- Education of Father (Qu. 18)

Importance of Job Characteristics (Qu. 10a.)

Achievability of Job Characteristics (Qu. 10b)

Information Sources/Actions Taken

- Persons Spoken To/Actions Taken (Qu.8c)
- Recruiter Contact (Qu. 8a, 9a, 9b, 9c, 9d, 9e)

Advertising Recall (Qu. 6a, 6b, 6c, 6d, 7)

Following this analysis of the positive and negative propensity groups, this section examines the demographic, attitudinal and behavioral characteristics of young women who have graduated from high school and are not currently attending school.

9.1 Probability of Serving

As discussed in previous sections of this report, the criterion measure in this study is propensity to serve in each of the active duty services. Respondents who indicate that they "definitely" or "probably" will enlist in a particular service are referred to as having positive propensity for that service. Likewise, negative propensity is defined as an answer of "definitely will not" or "probably will not" enlist in a particular service. Aggregating all of the respondents who express positive propensity for any one or more active duty services divides the sample into positive and negative propensity women. The analysis of propensity discussed in this section is based on this division of the sample.

Table 9.1 shows the distribution of responses within the propensity measure. For each service, the overwhelming majority of the positive propensity responses are "probably" will serve. The tentative nature of positive propensity is further underscored by the fact that 79% of those who expressed positivey propensity said, in a follow-up question, that they would be only "slightly" or "somewhat" likely to serve in the all-volunteer force.

By far, the largest single category of negative propensity is "definitely not." Compared to their male counterparts, therefore. negative propensity women are more certain about their attitude toward military service. On the other hand, the pattern of female positive propensity responses is similar to their male counterparts.

TABLE 9.1

DISTRIBUTION OF RESPONSES FOR MEASURE OF PROPENSITY

FEMALES

Response	Air Force %	Army %	Marine Corps %	Navy %
Definitely	0.9	.5	.2	.4
Probably	7.8	4.9	4.3	5.5
Probably not	23.2	22.8	22.3	23.2
Definitely not	66.9	70.7	72.1	69.6
Don't know/not sure	1.2	1.2	1.0	1.2

Base: All Female Respondents

Source: Question 5a

9.2 Demographic Variables

Across time, male positive and negative propensity groups have differed in terms of their demographics. The same appears to be true for females. Table 9.2 profiles positive and negative propensity women in terms of 15 characteristics. The two groups differ on all characteristics.

Positive and negative propensity women differ as follows:

1. Positive propensity women are younger. Like men, positive propensity is inversely related to age.

2. Positive propensity women are nearly twice as likely to be unemployed and looking for work.

3. One-in-three positive propensity women is non-white. By contrast, the proportion of negative propensity women who are non-white is much smaller.

4. Positive propensity women are more likely than negative propensity women to still be in high school. Accordingly, negative propensity women are more likely than positive propensity women to be in college or high school graduates who are not currently in school.

5. Father's education is used in this study as an index of socioeconomic status. This measure was explained in Section III. With this in mind, the socioeconomic background of positive propensity women appears to be more modest than that of negative propensity women

6. Positive propensity females have weaker academic profiles.

Table 9.3 profiles the demographic characteristics of the positive propensity groups for each of the four active-duty and the Reserve Components.

A statistical analysis of these data reveals the following:

1. For each service, positive and negative propensity women differ on virtually every demographic variable.

TABLE 9.2

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY

DEMOGRAPHIC ANALYSIS+

FEMALES

Variable	Positive Propensity %	Negative Propensity %
Average age*	18.16	18.57
Not employed/looking for work	34.5	18.9
Blacks	24.5	8.1
Other non-white	9.5	4.3
Students	58.3	52.9
10th grade	7.1	3.5
11th grade	19.5	13.2
1-2 years of college	11.3	17.4
High school graduate, not in school	31.7	38.4
Education of father*	2.65	3.24
Quality index*	6.22	6.45
College preparatory curriculum in high school	37.6	46.2
Vocational curriculum in high school	35.5	22.0
Commercial/business curriculum in high school	24.8	29.4
A's and B's in high school	35.8	45.5
Business math in high school	46.9	36.4
Computer science in high school	7.9	6.4**
Calculus in high school	3.1	4.9
Physics in high school	9.0	8.3**
Base:	(697)	(4484)

* Mean scale values shown.

\+ The two groups differ significantly on all variables except where indicated.

** Differences not statistically significant from corresponding negative propensity group.

TABLE 9.3

DEMOGRAPHIC ANALYSIS
POSITIVE PROPENSITY GROUPS+

INDIVIDUAL SERVICES

FEMALES

Variable	Air Force %	Army %	Marine Corps %	Navy %	National Guard %	Reserves %
Average age*	18.26	17.96	18.12	18.03	18.44**	18.51**
Not employed/looking for work	33.9	37.8	35.3	33.2	34.0	31.2
Blacks	22.1	31.7	27.4	23.8	31.8	24.6
Other non-white	8.0	9.9	13.1	12.2	9.2	8.6
Students	56.4**	59.8**	56.0**	62.6	53.9**	52.9**
10th grade	7.2	9.9	9.1	7.7	13.2	15.4
11th grade	16.8**	21.3	19.9	21.6	29.8**	26.7**
1-2 years of college	11.2	9.5	9.8	13.8**	23.2	25.5
High school graduate, not in school	35.7**	25.4	31.1	28.6	35.2**	37.3**
Education of father*	2.72	2.39	2.59	2.58	2.56	2.70
Quality index*	6.28**	5.99	6.04	6.31**	6.08	6.29**
College preparatory curriculum in high school	39.4	37.2	36.8	40.0**	35.7	43.0**
Vocational curriculum in high school	34.3	38.7	38.3	35.0	32.3	28.9**
Commercial/business curriculum in high school	24.6**	21.3	22.9	22.5	28.9**	25.6**
A's and B's in high school	36.8	31.8	33.4	36.6	33.0	36.1
Business math in high school	47.9	45.9	48.5	47.5	44.5	46.8
Computer science in high school	7.8**	7.0**	8.0**	8.8**	9.3**	9.4
Calculus in high school	3.0**	3.5**	2.9**	3.2**	5.5**	4.0**
Physics in high school	10.0**	9.9**	10.4*	11.2**	10.1**	8.6**
Base:	(453)	(278)	(237)	(307)	(334)	(457)

* Mean scale values shown

\+ The positive propensity group for each service differs significantly from its corresponding negative propensity group on most variables, except where noted.

**Differences not statistically significant from corresponding negative propensity group.

2. The differences between propensity groups within each service are similar to the differences between the aggregated propensity groups shown in Table 9.2.

3. As in the case of males, the services appear to be drawing upon a common demographic pool of women

The demographic differences observed between positive and negative propensity females paralled the differences between the two male propensity groups. There are some noteworthy differences, however, between the male and female positive propensity groups. These differences are as follows:

1. The proportion of non-whites who comprise the positive propensity groups for females is significantly higher than the corresponding figure for positive propensity men

2. Females are more likely to be high school graduates who are no longer in school.

3. Females appear to have stronger academic backgrounds.

9.3 Impo[illegible]

The [illegible] attitude toward ce[illegible] [illegible]ion II The [illegible]

[illegible] women [illegible] As show[illegible] Table 9.3 [illegible] to [illegible] importance to be[illegible] user [illegible]teristics as "trains you [illegible] education," and "provides [illegible]

The two probenefit [illegible] ratings on eight of the 15 [illegible] items are with respect to [illegible] and "provides money for educa[illegible] women rated these two items [illegible] [illegible]ersity females.

A statistical [illegible] data sugg that the differences [illegible] to be gener and not [illegible] services [illegible] values

TABLE 9.4

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY
IMPORTANCE OF JOB CHARACTERISTICS*

FEMALES

Job Characteristics	Positive Propensity	Negative Propensity	Difference
Enjoy your job	3.46	3.53	-0.07**
Good Income	3.42	3.39	+0.03
Job security	3.41	3.42	-0.01
Teaches valuable trade/skill	3.37	3.29	+0.08**
Employer treats you well	3.37	3.41	-0.04
Provides men and women equal pay/ opportunity	3.36	3.35	+0.01
Career you can be proud of	3.32	3.25	+0.07**
Opportunity for advancement	3.31	3.37	-0.06**
Developing your potential	3.30	3.37	-0.07**
Opportunity for a good family life	3.29	3.28	+0.01
Retirement Income	3.27	3.19	+0.08**
Gives you the job you want	3.16	3.21	-0.05
Provides medical/dental benefits	3.16	3.11	+0.05
Provides money for education	3.10	2.91	+0.19**
Trains you for leadership	2.96	2.73	+0.23**
Base:	(697)	(4483)	

Source: Question 10a

* Mean scale values shown

Scale Value: 4 = Extremely important
3 = Very important
2 = Fairly important
1 = Not important at all
Therefore, larger values indicate greater perceived importance. The two propensity groups differ significantly except where indicated.

** Statistically significant

9.4 Achieveability of Job Characteristics

For a job characteristic to be a source of enlistment motivation, a young woman must value it and perceive it as something that can be readily achieved in the military. The five-point scale used to measure these perceptions was discussed in Section III. The findings, shown in Table 9.5, are discussed below.

Positive propensity respondents perceived the military as better enabling achievement of each job characteristic more so than did negative propensity women. The two groups differed the most on five attributes: "gives you the job you want," "career you can be proud of," "opportunity for good family life," "good income," and "enjoy your job."

The positive propensity groups perceived civilian life as better enabling achievement of only three job characteristics: "employer treats you well, " "opportunity for good family life," and "enjoy your job." At the same time, negative propensity females considered over one-half of the attributes as somewhat more achieveable in the military. All in all, the military is viewed favorably by women with respect to these job characteristics.

Within each service, the differences in perceptions between positive and negative propensity respondents are comparable to those for overall positive and negative propensity shown in Table 9.5.

As in the male study, job characteristic perceptions are examined vis-a-vis the [illegible] women attach to each. This analysis is done [illegible] (see Figure 9.1) and negative propensity [illegible] The results are discussed below.

TABLE 9.5

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY
ACHIEVABILITY OF JOB CHARACTERISTICS*+

FEMALES

Job Characteristics	Positive Propensity	Negative Propensity	Difference
Trains you for leadership	1.98	2.20	-0.22
Provides money for education	2.01	2.24	-0.23
Teaches valuable trade/skill	2.28	2.57	-0.29
Provides men & women equal pay/ opportunity	2.41	2.65	-0.24
Job security	2.42	2.68	-0.26
Provides medical & dental benefits	2.43	2.79	-0.36
Career you can be proud of	2.47	3.01	-0.54
Retirement income	2.56	2.79	-0.23
Developing your potential	2.59	2.95	-0.36
Opportunity for advancement	2.63	2.95	-0.32
Gives you the job you want	2.66	3.22	-0.56
Good income	2.95	3.47	-0.52
Enjoy your job	3.04	3.54	-0.50
Opportunity for a good family life	3.20	3.74	-0.54
Employer treats you well	3.27	3.56	-0.29
Base:	(697)	(4483)	

Source: Question 10b

* Mean scale values shown.

Scale Value:
5 = Much more likely in civilian
4 = Somewhat more likely in civilian
3 = Either civilian or military
2 = Somewhat more likely in military
1 = Much more likely in military
Therefore, a smaller value indicates relatively greater military likelihood. The two propensity groups differ significantly on all characteristics.

+ The two groups differ significantly on all variables.

FIGURE 9.1

POSITIVE PROPENSITY RESPONDENTS

FEMALES

	More Achievable in Military*	More Achievable in Civilian Job**
Relatively Important	Good income Job security Teaches valuable trade/skill Provides men and women equal pay/ opportunity Career you can be proud of	Enjoy your job Employer treats you well
Relatively Less Important	Opportunity for advancement Developing your potential Retirement income Gives you the job you want Provides medical/ dental benefits Provides money for education Trains you for leadership	Opportunity for good family life

* Based on scores of less than 3.0 on the job characteristic achievability scale (See Table 3.5)

**Based on scores of 3.0 or higher on the job characteristic achievability scale (See Table 3.5)

FIGURE 9.2

NEGATIVE PROPENSITY RESPONDENTS

FEMALES

	More Achievable in Military*	More Achievable in Civilian Job**
Relatively Important	Job security Developing your potential Opportunity for advancement Provides men and women equal pay/ opportunity	Enjoy your job Employer treats you well Good income
Relatively Less Important	Teaches valuable trade/skill Retirement income Provides medical/ dental benefits Provides money for education Trains you for leadership	Opportunity for good family life Career you can be proud of Gives you the job you want

* Based on scores of less than 3.0 on the job characteristic achievability scale (See Table 9.5)

**Based on scores of 3.0 or higher on the job characteristic achievability scale (See Table 9.5)

Positive propensity women perceived all but two relatively important job attributes to be relatively more achievable in the military. The exceptions were "enjoy your job" and "employer treats you well."

Negative propensity individuals perceived the same two valued job characteristics plus "good income" as relatively more achievable in the civilian sector. These three job characteristics represent recruiting strategy opportunities.

Two key differences between men and women emerge from this analysis. The first is that positive propensity women unlike their male counterparts, perceive the military as better enabling them to realize a good income. Secondly, both female propensity groups attach more value to "provides men and women equal pay and opportunities" than do men. Both differences represent recruiting strategy opportunities. Aside from these differences, however, the job attribute perception of men and women are quite similar. This suggests that similar recruiting strategies could be used with both males and females.

9.5 Job Interest

While women are not allowed to serve in combat roles, they can perform many non traditional female jobs such as security guard and draftsmen, as well as highly technical jobs like computer technician and medical technician. A young women's interest in the military in part, is a function of her interest in performing these types of jobs. Accordingly, an analysis of females enlistment intentions should consider the degree of interest young women have for the types of jobs the military has to offer.

With the above in mind, women in the Fall 1980 wave were asked to indicate their degree of interest in the following six jobs:

- Computer technician
- Secretary
- Air traffic controller
- Draftsman
- Security guard
- Medical technician

The results of this line of questioning appear in Table 9.6. As shown, three jobs elicited the most interest: secretary, medical technician, and computer technician. Except for secretarial work, positive propensity women expressed greater interest in these jobs than did negative propensity women.

A demographic analysis of these data reveal no surprises. (Table not shown). The more technical jobs (i.e. computer technician and medical technician) are especially appealing to those with higher mental abilities. The least skilled jobs

TABLE 9.6

JOB INTEREST+

FEMALES

Job	Positive Propensity	Negative Propensity	Difference
Medical technician	2.35	2.06	+.29
Computer technician	2.24	1.99	+.25
Secretary	2.18	2.14	+.04**
Air traffic controller	2.00	1.49	+.51
Security guard	1.71	1.24	+.47
Draftsman	1.63	1.36	+.27
Base:	(697)	(4484)	

Source: Question 10c

* Mean Scale Values shown

Scale Value: 4 = Extremely interested
3 = Very interested
2 = Slightly interested
1 = Not at all interested
Therefore, larger values indicate greater interest.

+ The two propensity groups differ significantly except where indicated.

** Not statistically significant.

attract those with lower mental abilities. Across all of these jobs, black respondents voiced greater interest than did others.

9.6 Information Sources, Actions Taken, Advertising Recall, Recruiter Contact, Influencers

In recent years, the services have increased their recruiting efforts among target market females. Like young males, a 16 to 21 year old female may be the passive recipient of service advertising or may initiate contact with the services. Such activities reflect a young woman's degree of interest in the military as well as shape this interest.

This section examines the information-oriented activities of young women with respect to military service. The data are presented in Table 9.7 for both propensity groups. The following can be concluded from this table:

1. Positive propensity women are more likely than others to have discussed military service with family, with friends currently or formerly in the service, with their husband/boyfriend, and with a teacher or guidance counselor. They are equally likely to have received recruitment literature in the mail.

2. Positive propensity individuals are more likely than negative propensity people to have initiated requests from the services for information as well as to have been physically or mentally tested for military service.

3. Positive and negative propensity women do not differ with respect to recalling service advertising.

The levels of these measures as well as the pattern of differences between propensity groups are quite similar to those observed in the male study. One noteworthy difference is that only one-in-three females reported receiving recruiting literature in the mail compared to one-in-two males. Since this is an action that the services directly control, this difference appears to be systematic rather than behavioral.

TABLE 9.7

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY
INFORMATION SOURCES, ACTIONS TAKEN, ADVERTISING RECALL

FEMALES

	Positive Propensity %	Negative Propensity %	Statistically Significant
Information Sources (Qu. 8c)			
Talked with one or both parents	51.2	13.6	Yes-higher
Talked with friends now or formerly in service	48.2	16.9	Yes-higher
Received recruiting literature in the mail	36.3	34.1	No
Talked with boyfriend or husband	31.1	10.9	Yes-higher
Talked with teacher or guidance counselor	22.5	5.5	Yes-higher
Actions Taken (Qu. 8c)			
Asked for information by mail	18.4	4.5	Yes-higher
Took aptitude test in high school given by Armed Services	15.5	10.7	Yes-higher
Physically or mentally tested at military examining station	2.9	1.3	Yes-higher
Made toll-free call to get information	4.3	.8	Yes-higher
Advertising Recall: Recall Seeing/Hearing (Qu. 6a)*			
Air Force	61.9	59.8	No
Army	73.2	73.5	No
Marine Corps	63.4	61.2	No
Navy	57.2	61.8	No
Joint Services Campaign	57.7	57.8	No
Base:	(697)	(4483)	

* Base: Female Respondents Asked Question for Specific Service

Table 9.8 summarizes five aspects of recruiter contact. Relative to negative propensity females, positive propensity individuals can be described as follows:

1. They are more likely to have been in contact with a service recruiter.

2. In the past five to six months, they are more likely to have experienced all four types of recruiter contact summarized.

3. Although larger proportions of positive propensity women reported that they initiated contact with a recruiter, the differences are significiant only for the Army.

4. With respect to the perceived adequacy of information received from recruiters, positive propensity females were less satisfied than others with information provided by the Marine Corps. The direction of this difference suggests a possible weakness in the Marine Corps' female-directed recruiting communications.

5. A greater proportion of positive propensity individuals tend to feel more favorable about military service after talking to a recruiter.

These data are quite similar to those recorded in the male study. One important difference is the lower proportion of women who reported having had recruiter contact.

TABLE 9.8

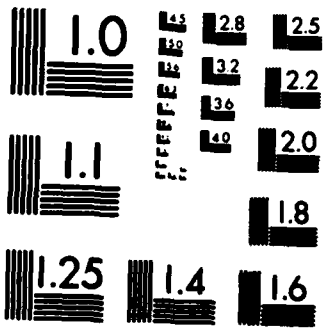
ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY
RECRUITER CONTACT

FEMALES

	Positive Propensity %	Negative Propensity %	Statistically Significant
Recruiter Contact: (Qu. 8a & 9a)			
Past 6 months - any service	24.2	14.7	Yes-higher
Ever - any service	45.5	30.9	Yes-higher
Type of Recruiter Contact in Past 6 Months (Qu. 8b)			
Talked face-to-face (not at station)	12.6	5.7	Yes-higher
Heard recruiter talk at high school	14.2	6.6	Yes-higher
Talked to recruiter by telephone	11.3	5.6	Yes-higher
Went to recruiting station	7.0	1.8	Yes-higher
Recruiter Contact Initiated by Respondent (Qu. 9d)*			
Air Force	50.4	35.9	No
Army	45.0	23.5	Yes-higher
Marine Corps	40.8	29.7	No
Navy	41.2	36.9	No
Recruiter Information Considered Adequate (Qu. 9e)*			
Air Force	90.1	83.8	No
Army	78.0	85.7	No
Marine Corps	67.3	84.0	Yes-lower
Navy	84.7	76.8	No
Felt More Favorable About Joining After Talking to (Service) Recruiter (Qu. 9f)*			
Air Force	45.6	19.1	Yes-higher
Army	42.3	17.3	Yes-higher
Marine Corps	30.7	20.0	Yes-higher
Navy	33.1	19.3	Yes-higher
Base:	(697)	(4483)	

* Base: Female Respondents Asked Question for Specific Service

AD-A143 115 YOUTH ATTITUDE TRACKING STUDY VOLUME 2 FALL1 1980(U) 4/4
MARKET FACTS INC CHICAGO IL PUBLIC SECTOR RESEARCH CORP
J T HEISLER AUG 80 6406 DMDC/MRB-TR-80/1-VOL-2
UNCLASSIFIED OMB-22-R-0339 F/G 5/9 NL



MICROCOPY RESOLUTION TEST CHART
NATIONAL BUREAU OF STANDARDS-1963-A

9.7 Relationship Between Propensity and Recruiter Contact

The relationship between recruiter contact and propensity for a particular service is examined in Table 9.9. For each service, the propensity groups differ with respect to reported contact with a recruiter from that service. These differences are statistically significant. As in the case of males, no causal relationship can be inferred.

TABLE 9.9

EVER HAD CONTACT WITH RECRUITER FROM SPECIFIC SERVICE

RELATED TO PROPENSITY FOR THE SAME SERVICE*

FEMALES

	Propensity for Individual Service		
	Positive	Negative	Difference
	%	%	%
Contact With Recruiter From			
Air Force	19.2	7.1	+12.1
Army	29.6	16.0	+13.6
Marine Corps	11.5	5.8	+ 5.7
Navy	14.3	7.7	+ 6.6

* Base: The Appropriate Positive and Negative Female Propensity Groups for Each Service

Source: Question 9b

9.8 Enlistment Decision Process

In this study, an individual is defined as having a positive propensity for military service if she has indicated that she definitely or probably will serve in any of the four active duty services. Table 9.10 demonstrates the extent to which propensity for more than one service occurs in the Fall 1980 sample of target market women.

From Table 9.10 it is clear that a large number of women who express positive propensity for each of the active duty services are also positive towards one or more other services. This is the case most often for women with positive propensity toward the Marine Corps.

This finding reinforces conclusions drawn by the analysis of demographic, attitudinal, and perceptual variables that the services, for the most part, are drawing from a similar pool of young women, as they are with respect to males. Hence, the enlistment decision process for females appears to be similar to that for males. That is, many young women initially decide upon a military career and then choose between the different services.

TABLE 9.10

EXTENT TO WHICH PROSPECTS SHOW POSITIVE PROPENSITY FOR MORE THAN ONE SERVICE

FEMALES

	Air Force %	Army %	Marine Corps %	Navy %
Also Show Positive Propensity for These Services:				
Air Force	100.0	57.4	60.2	63.1
Army	35.2	100.0	48.2	40.1
Marine Corps	31.5	41.1	100.0	42.0
Navy	42.6	44.2	60.8	100.0
Average Number of Active Duty Services	2.09	2.43	2.69	2.50
Base:	(453)	(276)	(237)	(307)

Source: Question 5a

9.9 High School Graduates Not in School

Young women who have graduated high school and are not currently attending school represent a particularly attractive market to the services. In the Fall 1980 wave, 37.3% of the female sample fall into this demographic group. Tables 9.11 and 9.12A - 9.12D profile this group in terms of key demographic attitudinal and behavioral variables vis-a-vis the total sample. The following can be said about this subgroup:

1. The group of high school graduate females who are not in school are below the U.S. averages for their age group on these demographic variables: not employed and looking for work, father's education, mental abilities, having taken a college preparatory curriculum in high school, having taken business math in high school and reported high school grades. On the other hand, they are above the U.S. averages for having taken vocational and commercial/business curricula in high school.

2. Their propensity to serve in the Army and the Navy are below the U.S. averages.

3. The high school graduate group, in general, is no different than others with respect to talking to influential others, seeking information, and being tested for the military.

4. Except for a below-average reported incidence of recent contact, the high school graduate group is no different than others with respect to recruiter contact.

5. High school graduates are no more likely than others to recall service advertising.

6. Women in the high school graduate group attach below average importance to "provides money for education." At the same time, they attach above-average importance to "job security," "employer treats you well," "good income," "teaches valuable trade/skill," "provides medical and dental benefits" and "retirement income." Their perceptions of these job characteristics, however, are generally on par with the U.S. averages.

This profile of female high graduates who are not in school is similar to that for males. Like males, moreover, the profile of this group does not appear to reveal any recruiting opportunities.

TABLE 9.11

DEMOGRAPHIC ANALYSIS OF HIGH SCHOOL GRADUATES NOT IN SCHOOL

FEMALES

Variable	Not in School/ High School Graduates %	Total Sample %	Statistically Significant*
Not employed/looking for work	14.7	20.9	Yes-lower
Blacks	9.0	10.3	No
Other non-white	4.3	5.0	No
Education of father*	2.83	3.17	Yes-lower
Quality index*	6.30	6.42	Yes-lower
College preparatory curriculum in high school	33.6	44.9	Yes-lower
Vocational curriculum in high school	27.9	23.9	Yes-higher
Commercial/business curriculum in high school	36.7	28.9	Yes-higher
A's and B's in high school	40.1	44.3	Yes-lower
Business math in high school	48.4	37.8	Yes-higher
Computer science in high school	6.6	6.6	No
Calculus in high school	4.0	4.7	No
Physics in high school	7.1	8.3	No
Base:	(1961)	(5251)	

* Mean scale values shown

* Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than the U.S. estimate.

TABLE 9.12A

ATTITUDINAL/BEHAVIORAL PROFILE OF
HIGH SCHOOL GRADUATES NOT IN SCHOOL

RECRUITER CONTACT

FEMALES

	High School Graduates %	Total Sample %	Statistically Significant*
Recruiter Contact: (Qu. 9a & 9a)			
Past 6 months - any service	[illegible]	15.9	Yes-lower
Ever - any service	34.9	32.9	No
Recruiter Contact Initiated by Respondent (Qu. 9b)*			
Air Force	37.9	34.7	No
Army	33.5	27.4	No
Marine Corps	31.9	32.7	No
Navy	40.7	38.1	No
Recruiter Information Considered Adequate (Qu. 9e)*			
Air Force	88.7	85.5	No
Army	86.1	84.4	No
Marine Corps	82.1	79.9	No
Navy	76.3	79.8	No
Felt More Favorable About Joining After Talking to (Service) Recruiter (Qu. 9f)*			
Air Force	24.6	26.0	No
Army	[illegible]	[illegible]	No
Marine Corps	[illegible]	[illegible]	No
Navy	[illegible]	21.4	No
Base:	[illegible]	(5251)	

* Base: Female Respondents Having Contact with Specific Service

* Statistical significant based on the U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than the U.S. estimate.

TABLE 9.12B

ATTITUDINAL/BEHAVIORAL ANALYSIS OF
HIGH SCHOOL GRADUATES NOT IN SCHOOL

JOB CHARACTERISTIC ATTITUDES

FEMALES

Achievability of Job Characteristics	High School Graduates %	Total Sample %	Statistically Significant*
Enjoy your job	3.53	3.52	No
Job security	3.49	3.42	Yes - higher
Employer treats you well	3.47	3.41	Yes - higher
Good income	3.44	3.40	Yes - higher
Equal pay and opportunity	3.39	3.35	No
Opportunity for advancement	3.37	3.36	No
Developing your potential	3.37	3.36	No
Teaches valuable trade/skill	3.35	3.31	Yes - higher
Opportunity for good family life	3.29	3.28	No
Provides medical and dental benefits	3.27	3.12	Yes - higher
Career you can be proud of	3.26	3.26	No
Retirement income	3.25	3.20	Yes - higher
Gives you the job you want	3.19	3.20	No
Provides money for education	2.84	2.94	Yes - lower
Trains you for leadership	2.76	2.76	No
Base:	(1961)	(5251)	

Source: Question 10a

* Mean scale values shown

Scale Value: 4 = Extremely important
3 = Very important
2 = Fairly important
1 = Not important at all
Therefore, a large value indicates greater perceived importance.

* Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significnce is indicated, the variable estimate is either higher or lower than the U.S. estimate.

TABLE 9.1.0

[illegible] PROFILE OF
[illegible] GRADUATES NOT IN SCHOOL

[illegible] CONDITIONS*

FEMALES

Achievability of Job Characteristics	High School Graduates X	Total Sample X	Statistically Significant*
Opportunity for good family life	[illegible]	3.67	No
Employer treats you well	[illegible]	3.52	No
Enjoy your job	[illegible]	[illegible]	No
Good income	[illegible]	[illegible]	No
Gives you the job you want	[illegible]	[illegible]	No
Career you can be [illegible]	[illegible]	[illegible]	No
Developing your talents	[illegible]	[illegible]	No
Opportunity for advancement	[illegible]	[illegible]	No
Provides medical and other benefits	[illegible]	[illegible]	No
Retirement income	[illegible]	[illegible]	No
Job security	[illegible]	[illegible]	No
Teaches valuable [illegible]	[illegible]	[illegible]	Yes-Higher
Equal pay and opportunity	[illegible]	[illegible]	No
Trains you for [illegible]	[illegible]	[illegible]	No
Base:	[illegible]	[illegible]	

Source: Question [illegible]

* Mean scale [illegible]

Scale Values: 5 - Work more [illegible]
4 - Somewhat more [illegible]
3 - Either [illegible]
2 - Somewhat more [illegible]
1 - Work more [illegible]
Therefore, a [illegible] than [illegible]

* Statistical significance based on [illegible] estimate falling beyond the range of two standard errors of [illegible] estimate. Where statistical significance is [illegible], the [illegible] estimate is either higher or lower than the [illegible] estimate

TABLE 9.120

ATTITUDINAL/BEHAVIORAL ANALYSIS OF
HIGH SCHOOL GRADUATES NOT IN SCHOOL

PROPENSITY TO SERVE IN THE MILITARY, INFORMATION SOURCES, ACTIONS TAKEN

FEMALES

	Not In School High School Graduates	Total Sample	Statistically Significant*
	%	%	
Positive Propensity (Qu. 5a)			
Air Force	8.3	8.7	No
Army	3.6	5.3	Yes-lower
Marine Corps	3.8	4.6	No
Navy	4.5	5.9	Yes-lower
Information Sources (Qu. 8c)			
Talked with friends in or out of service	20.7	21.0	No
Talked with one or both parents	16.[illegible]	16.7	Yes-lower
Talked with boyfriend or husband	14.5	13.6	No
Talked with teacher or guidance counselor	7.7	7.8	No
Actions Taken (Qu. 8c)			
Took aptitude test in high school given by Armed Services	11.4	11.4	No
Asked for information by mail	7.2	6.3	No
Physically or mentally tested at military examining station	[illegible]	[illegible]	No
Made toll-free call to get information	[illegible]	[illegible]	No
Base:	[illegible]	[illegible]	

* Statistical significance based on total [illegible] estimate falling beyond the range of two standard errors of the [illegible] sample estimate. Where statistical significance is indicated, the [illegible] estimate is either higher or lower than the [illegible] estimate.

SECTION X

ADVERTISING AWARENESS

SECTION X

Advertising Awareness

Women have a long history of dedicated volunteer non-combat service in all branches of the military. As social norms change, and as military technology grows even more sophisticated and complex both on the field and in back-up, support functions, there would appear to be an increasing important role for women.* This is so irrespective of any resumption of the draft and regardless of the enlistment rates of males.

In accord with this heightened interest in attracting qualified females into the military, promotional campaigns have initiated specific appeals to young women to consider short-term or career service in the Army, Navy, Air Force, and Marine Corps. To assess the effectiveness of these advertising campaigns, the Fall 1980 female interviews posed an identical series of questions to those asked of the male sample; however, unlike in the male analysis, longitudinal comparisons are not possible in this report since the Fall 1980 survey was the first to include females. The present section discusses the Fall 1980 advertising data.

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* This is not to argue that women are not suited for front combat roles. They certainly have fulfilled such functions successfully in other national [illegible] only that, because of its controversial nature, the [illegible] seems unlikely in the near future to authorize [illegible] -- whether volunteer or mandatory.

10.1 Top-of-the-Mind Awareness of Specific Services

"Top-of-the-mind" awareness is intended to elicit an individual's initial association with a given concept. As in the male interviews, the female sample was asked to indicate which branch of service they thought of first when the terms "Armed Services" or "military" are mentioned. They were then asked which branch they think of next, and lastly, whether any others come to mind.

Table 10.1 reports the percentage of females mentioning each service, along with the order of mention (first, second, other mentions). In terms of the proportion of first mentions, the Army is the most familiar service (48.1%), and it is well ahead of its two nearest "competitors" -- the Navy (18.3%) and the Air Force (17.7%). When all mentions are combined, the Army is mentioned by 4 out of 5 females; the Navy, by about 3 out of 4; the Air Force, by 3 out of 5; and the Marine Corps, by just over half. The Coast Guard is far behind the four primary services in recognition, with mentions by fewer than 1 out of 4 females.

Interestingly, when all questions are considered, young women were more likely than their male counterparts to recall the Army (80.0% to 75.5%) and the Navy (74.2% to 70.7%). By contrast, males were more likely than females to mention each of the other three services. The same result applies to first mentions.

TABLE 10.1

BRANCH OF SERVICE NAMED IN RESPONSE TO "ARMED SERVICES"

FEMALES

Service Mentioned	Percent of Respondents Who Mentioned Specific Services: First Mention %	Second Mention %	All Other Mentions %	All Mentions Combined %
Air Force	17.7	17.3	26.1	60.4
Army	48.1	21.0	11.2	80.0
Marine Corps	8.6	14.7	30.1	52.7
Navy	18.3	35.9	20.6	74.2
Coast Guard	0.6	0.9	5.5	6.9
None	6.8	3.4	17.6	27.3

Base: All Female Respondents

Source: Questions 4a, 4b and 4c

Examining the percentage of first mentions by propensity (Table 10.2) shows that females considering the Air Force and especially those considering the Army are much more likely to mention that respective branch first. Those inclined toward the Navy are only slightly more inclined to mention the Navy first, and the pattern does not hold at all for females with positive propensity toward the Marines. The linkage was observable without exception among the males.

Table 10.2 analyzes these data in another way -- by the differences between the positive and negative propensity subsets in the percentage of first mentions received by each service. (The circled numbers are not intended to denote statistical significance.) This comparision reveals that the differences between positive and negative propensity groups within each service is strong except for the Army, where the relationship is evident but less clear-cut. In the male sample, it was strong in each of the services.

TABLE 10.2

RELATIONSHIP OF BRANCH OF SERVICE FIRST ASSOCIATED WITH "ARMED SERVICES" AND PROPENSITY*

FEMALES

First Association	Air Force		Army		Marine Corps		Navy	
	Positive Propensity %	Negative Propensity %	Positive Propensity %	Negative Propensity %	Positive Propensity %	Negative Propensity %	Positive Propensity %	Negative Propensity %
Air Force	43.6	15.0	17.9	17.7	21.4	17.5	22.9	17.3
Army	31.7	49.7	54.5	47.8	32.3	48.8	30.8	49.7
Marine Corps	6.7	8.8	7.3	8.7	21.6	8.0	7.2	8.7
Navy	15.4	18.9	13.4	18.5	17.1	18.4	33.9	17.3

Base: Appropriate Positive and Negative Propensity Group, Female Respondents

Source: Question 4a

* The magnitude of the relationship between positive propensity and first association is limited because (1) the positive propensity group of each service consists of individuals with positive propensity for other services and (2) respondents can only give one first association.

10.2 Advertising Content Recall

As in the male sample, advertising awareness was measured by asking respondents to recall everything they remember seeing or hearing in the advertising for one of the active duty services or in the joint services campaign. Each respondent was asked about only one source of advertising through the use of different versions of the questionnaire, which were randomly distributed across interviews. Respondents' answers were coded into the same set of response categories used in the male analysis.

Table 10.3 presents for each service and the joint campaign the proportions of young women who were able to recall hearing or seeing advertising. As the table shows, Army advertising was remembered by the largest number of females; almost three-quarters could recall hearing or seeing advertising copy for the Army. Recall was significantly lower in the case of the other four campaigns, ranging from 58-62%. Among the males, recall was higher in each of the five categories than it was for the females, though the male-female difference in recall of Army campaign content was not statistically significant.

Tables 10.4A - 10.4E present for each advertising campaign the incidence of recall of specific copy points. The following conclusions emerge from the data:

1. No single message, ideas, or image dominated perceptions of the Air Force campaign. The appeal to join, the opportunity to teach or learn a trade, and the image of men with equipment were the most prominent copy points, each recalled by 6-7% of the females.

TABLE 10.3

RECALL OF SERVICE ADVERTISING

FALL 1980 SUMMARY

FEMALES

	Fall '80 %
Air Force	60.1
Army	73.5
Marine Corps	61.5
Navy	61.6
Joint Services	58.0
Base*	Between 973 - 1112 depending on the campaign

Source: Question 6a

* The reduced bases reflect the fact that each respondent was asked the advertising question for only one of the four military services, or for the joint advertising.

The pattern was similar in the male sample, though the image of equipment without men was somewhat more common for males than females.

2. The most familiar Army advertising among females was the appeal to join/enlist (16.3%), the availability of educational benefits (10.5%), and the opportunity to teach and/or learn a trade (10.5%).

   The same three copy points were most often mentioned by the male sample, though the chance to teach or learn a trade was more familiar to them (12.6%) than educational benefits (7.6%).

3. Slogans were the most often mentioned advertising copy of the Marine campaign (9.1%); the appeal to join/enlist was a close second (8.3%).

   Among the males, Marine slogans were much more markedly dominant of other copy than for the females.

4. The most typical response to the question about the Navy campaign was "want you to join/enlist" (11.2%). The chance to "travel/see the country/world" ranked second with 6.1%.

   For the males, the Navy advertising generated more responses about "adventure" than anything else (11.2), while the "travel" response received the second highest number of mentions (9.7%), and the appeal to join and the chance to teach or learn a trade ranked third, each with 7.8%.

5. Females mentioned the following three copy points most often about the Joint Services campaign: "teaching/learning a trade" - 11.2%; "want you to join/enlist" - 10.2%; and reference to all or several services (9.1%).

   The same three dominated answers by the male sample, though their order was different.

Considering the effects of the advertising campaign as a whole, the following copy points were recalled most often:

1. Want you to join/enlist
2. Teaching/learning a trade
3. Educational benefits

TABLE 10.4A

RECALL OF ADVERTISING FOR THE AIR FORCE

FEMALES

	Fall '80
	%
Have Seen/Heard Advertising	80.1
Want you to join/enlist	6.7
Teaching/learning a trade	6.4
Men with equipment	6.0
Educational benefits	4.5
Equipment without men	3.9
Opportunities	3.5
Variety of jobs	3.3
Men in uniform	3.2
Travel/see the country/world	2.5
Best service/praised service	2.4
Men in training	1.8
Good pay/good starting pay	1.3
Adventure	1.2
Other benefits (e.g., health)	1.1
Fun/recreation	1.0
Slogans (e.g., Fly with the Air Force)	0.6
Men with guns	0.1
Other miscellaneous mentions	5.4
Don't recall content	20.1
Have Not Seen/Heard Advertising	[illegible]
Base.*	[illegible]

Source: Question 6a

* The reduced bases reflect the fact that each respondent was asked the advertising question for only one of the four military services, or for the joint advertising.

TABLE 10.46

RECALL OF ADVERTISING FOR THE ARMY

FEMALES

	Fall '80
	%
Have Seen/Heard Advertising	**73.5**
Want you to join/enlist	16.3
Educational benefits	10.5
Teaching/learning a trade	10.5
Variety of jobs	5.7
Good pay/good starting pay	4.6
Men in uniform	4.6
Travel/see the country/world	4.7
Slogans (e.g., Uncle Sam needs you)	4.4
Men in training	4.2
Men with equipment	3.8
Opportunities	3.1
Fun/recreation	1.7
Adventure	1.6
Other benefits (e.g., health)	1.4
Best service/praised service	1.3
Equipment without men	0.6
Men with guns	0.1
Other miscellaneous mentions	8.0
Don't recall content	25.4
Have Not Seen/Heard Advertising	**26.5**
Base:*	[illegible]

Source: Question 6a

* The reduced bases reflect the fact that each respondent was asked the advertising question for only one of the four military services, for the joint advertising.

TABLE 10.4C

RECALL OF ADVERTISING FOR THE MARINE CORPS

FEMALES

	Total
	%
Have Seen/Heard Advertising	81.5
Slogans (e.g., "The few. The proud. The Marines.")	9.1
Want you to join enlist	6.3
Teaching/learning a trade	6.7
Men in uniform	6.5
Educational benefits	4.5
Men in training	4.1
Variety of jobs	2.8
Best service/praised service	2.1
Travel/see the country/world	2.1
Opportunities	2.0
Men with equipment	1.9
Good pay/good starting pay	1.4
Fun/recreation	0.9
Equipment without men	0.8
Adventure	0.7
Men with guns	0.6
Men with flag	0.5
Other benefits (e.g., health)	0.4
Other miscellaneous mentions	4.2
Don't recall content	15.9
Have Not Seen/Heard Advertising	18.5
Base:*	(2,700)

Source: Question 6a

* The reduced bases reflect the fact that each respondent was asked the advertising question for only one of the four military services, or for the joint advertising.

[illegible]

[illegible]

[illegible]

	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]*	[illegible]

[illegible]

* [illegible]

[illegible]

	Fall 1980
	%
Have been heard advertising	**[illegible]**
Learning learning a trade	11.7
Want job in [illegible]	[illegible]
Mention all general benefits	4.1
Educational benefits	[illegible]
Men in uniform	[illegible]
Opportunities	[illegible]
Travel see the country world	[illegible]
Men in training	2.7
Men with experience	[illegible]
Adventure	2.2
Good pay good starting pay	1.7
Slogans e.g., "Army makes boys into men"	1.5
Equipment without men	[illegible]
Other miscellaneous mentions	.3
Don't recall mention	[illegible]
Have not been heard advertising	**[illegible]**
Base *	[illegible]
Unweighted [illegible]	[illegible]

* The subject bases reflect the fact that only respondents was asked the advertising question if they had at the time interviews [illegible] the local advertising

[illegible] Recall of Service Advertising Slogans

Slogans are the popular and effective form of advertising. Beginning with the last 1978 wave of males, respondents have been asked to associate service branches with the campaign assumed to be the advertising source of the slogan. As in the base interview, females for were read each slogan and then asked to report which campaign were it. As in previous survey summaries, the correct responses have been coded to facilitate interpretation. Nothing about statistical significance is implied by this notation. These are the key findings from Table 10.5:

1. "Join the people who've joined the (Army);" and "The few, the proud, the (Marines)" were correctly identified by large majorities.

2. "This is the (Army)." "The (Navy); it's not just a job, it's an adventure;" and "Maybe you can be one of us" (Marine Corps) were correctly identified by fewer than half the female respondents questioned. However, more associated them with the correct branch than with any other service.

3. "The (Air Force). A great way of life;" "A chance to serve, a chance to learn" (Joint Services); and "It's a great place to start" (Joint Services) were more often associated with an inappropriate source than the correct one. Fewer than one-quarter properly identified these slogans.

Except with respect to the [illegible], the Army and Joint Services (where the differences were not statistically significant), males were more likely than females to correctly identify the source of the slogan. The male-female disparities were especially wide [illegible] the Navy and Marine Corps slogans.

TABLE 10.5

RECOGNITION OF SERVICE ADVERTISING SLOGAN

FEMALES

	Associate Slogan with This Advertising Source				
	Army	Air Force	Navy	Marine Corps	Joint Advertising
	%	%	%	%	%
Slogan					
"This is the _____"	47.7	7.7	19.0	9.3	4.7
"Join the people who've joined the _____"	23.0	5.3	10.9	4.5	7.0
"_____ a great way of life."	[illegible]	11.1	22.7	11.0	6.2
"_____ It's not just a job. It's an adventure."	39.1	11.6	26.7	10.8	6.2
"The few. The proud. The _____."	9.7	5.9	9.5	63.3	3.8
"Maybe you can be one of us."	12.3	16.7	16.7	24.7	12.2
"A chance to serve, a chance to learn."	30.9	17.7	15.6	1.2	12.7
"It's a great place to start."	31.1	16.9	16.7	10.0	11.4

Base: All Female Respondents

Source: Question 7

Circled percentages represent respondents who correctly identified the slogan.

SECTION XI

KNOWLEDGE OF FINANCIAL BENEFITS

SECTION XI.

Knowledge of Financial Benefits

In Section V of this report, the rationale for assessing target market youth's knowledge of financial benefits offered by the services was discussed. The reader is referred to this discussion.

Like males, females in the Fall 1980 wave were asked questions about their knowledge of the following:

- Educational assistance
- Starting pay for enlisted personnel
- Cash bonuses for enlisting

A discussion of the Fall 1980 data follows.

11.1 Knowledge of Educational Assistance

The women were asked two questions regarding their knowledge of educational assistance. The questions were as follows:

- Do you think the military services offer financial support for schooling after you leave the service?
- The military services do offer financial support for schooling after you leave the service. I'd like to find out what kinds of educational assistance you think the military offers. As I read a series of questions about what the military may or may not offer, please tell me "Yes" if you think it is true of the military and "No" if you think it is not.

The findings are summarized in Tables 11.1 - 11.2. The following conclusions can be drawn:

1. Overall, 80.9% of the women knew that the services offer financial support for schooling after leaving the service. This figure is comparable to the male figure (83.0%). The two female propensity groups do not differ on this measure (Positive Propensity - 82.0%, Negative Propensity - 80.8%).

2. Like their male counterparts, the great majority of young women knew their post-service educational benefits can be used for trade/vocational school and that there is a monetary limit to this assistance. Other aspects of educational assistance appear to be less well known to 16 to 21 year old women.

3. Table 11.2 reveals that the two propensity groups differed on five of the eight educational benefits. Specifically, positive propensity women were more likely than others to know that one has to contribute from his/her pay check to receive educational assistance and that the following was not true:

TABLE 11.1

KNOWLEDGE OF EDUCATIONAL ASSISTANCE

FEMALES

	Fall '80 %
Know the following is true	
Can use for trade/vocational school	76.0
There is a limit on tuition	68.6
Have to contribute from paycheck to get benefits	28.8
Know the following is false	
If re-enlist and don't go to school can receive benefits in cash payment	59.4
All services offer same benefits	49.3
Benefits transferable to spouse/children	37.4
Receive more if married	30.6
Can receive monthly living expenses while in school	18.0

Base: All Female Respondents

Source: Question 16b

TABLE 11.2

KNOWLEDGE OF EDUCATIONAL ASSISTANCE

FEMALES

	Positive Propensity % *	Negative Propensity % *	Statistically Significant
Know the following is true			
Can use for trade/vocational school	76.9	75.8	No
There is a limit on tuition	65.0	68.6	No
Have to contribute from paycheck to get benefits	34.6	26.0	Yes-higher
Know the following is false			
If re-enlist and don't go to school can receive benefits in cash payment	64.0	56.9	Yes-higher
All services offer same benefits	57.0	48.4	Yes-higher
Benefits transferable to spouse/children	33.3	26.2	Yes-higher
Receive more if married	36.5	29.7	Yes-higher
Can receive monthly living expenses while in school	17.5	18.2	No
Base:	(697)	(4463)	

Source: Question 16b

*Percentage of respondents who give correct answer.

"if re-enlist and don't go to school, can receive benefits in one cash payment," "all services offer same benefits," and "receive more if married." These same women, however, were less likely than negative propensity women to know that "benefits transferable to spouse/children" is false. Not summarized in the table are the percentages of young women who said that they did not know whether each of these educational benefits was offered by the services. As in the male study, two items -- "benefits transferable to spouse/children" and "if re-enlist and don't go to school, can receive benefits in one cash payment"-- elicited the most uncertainty among respondents. Also, negative propensity women were more likely than positive propensity women to answer "don't know."

In the male study, the data suggested that marketing efforts be undertaken to increase the levels of understanding of post-service educational benefits. The same appears to be true for target market females.

11.2 Knowledge of Starting Pay

Respondents were asked two questions about starting pay for enlisted personnel:

- As far as you know, what is the starting monthly pay for an enlisted man in the military -- before taxes are deducted?
- The starting monthly pay for an enlisted man is $501.00. Knowing this, would you be more likely, or not to consider joining one of the active duty military services?

Tables 11.3 - 11.4 summarize the data. The following can be drawn from the tables:

1. The data indicate that young women, as a group, have very little idea what the starting monthly pay is for an enlisted person. The average estimate of starting monthly pay was only $278; over $200 below the actual figure ($501) and $37 lower lower than the average estimate given by males. Only-one-in eleven respondents were able to come close to the actual figure. Approximately one-half of the women believed starting montly pay to be less than $75. Although not shown in the table, positive and negative propensity youth gave fairly similar estimates.

2. Among the total sample of young women, 17.9% said that they would be more likely to consider joining the services when informed of the actual starting pay figure. For positive propensity women the figure was 51.7%. This was significantly higher than the corresponding figure (17.7%) for negative propensity women.

TABLE 11.3

KNOWLEDGE OF STARTING PAY

FEMALES

Give this estimate	Fall '80 %
$74 or less	49.5
$75 - $174	1.7
$175- $274	4.7
$275 - $374	7.8
$375 - $474	11.1
$475 - $574	9.3
$575 - $674	5.3
$675 - $774	2.3
$775 or more if married	8.5

Average: $278

Base: All Female Respondents

Source: Question 15a

Table 11.4

EFFECT OF COMMUNITY PARTICIPATION STANDING ON
WILLINGNESS TO PARTICIPATE

(Table 11)

	Fall 1980
	%
More likely to consider joining	**17.9**
Much more likely	1.4
Somewhat more likely	7
Just a little more likely	9.8
Not more likely to consider joining	**77.2**
Don't know	**4.9**
Average	1.35*

Base: All female respondents

Source: Question 15b

* Mean scale value shown

Scale value: 4 = Much more likely
3 = Somewhat more likely
2 = Just a little more likely
1 = Not more likely
Therefore, lower values reflect greater perceived [illegible]

II. Knowledge of Enlistment Cash Bonuses

Young women were asked two questions regarding enlistment cash bonuses. The questions were as follows:

- As far as you know, do the military services offer individuals a cash bonus for enlisting?
- (If "yes") How much is this bonus? (Even if you aren't sure, please give me your best guess.)

Table II.5 presents the findings. The following conclusions can be drawn:

1. Less than one-in-three respondents knew that the services offer enlistment cash bonuses. Over one-half of the sample thought that the services do not do this. About one-in-ten respondents expressed uncertainty about this matter. Positive propensity women (37.1%) were significantly more likely than negative propensity women (29.9%) to be aware of the fact that the services offer cash bonuses for enlisting. These findings are similar to what was observed in the male study.

2. Among respondents who knew about cash bonuses, the average estimate given was $[illegible]. Among these same women, [illegible] did not offer an estimate.

As in the male study, the data suggest that the services could do more to increase awareness of enlistment cash bonuses among target market females.

[illegible]

[illegible]

[illegible]

	[illegible]
Believe Military Offers Cash Bonus	[illegible]
Less than $500	[illegible]
$500 - $999	[illegible]
$1,000 - $1,499	[illegible]
$1,500 - $1,999	[illegible]
$2,000 - $2,499	[illegible]
$2,500 - $2,999	[illegible]
$3,000 or more	[illegible]
Don't know amount	[illegible]
Do Not Believe Military Offers Cash Bonus	[illegible]
Do Not Know if Military Offers Cash Bonus	[illegible]

Average $[illegible]

Base: [illegible]

Source: [illegible]

SECTION XII

PERCEPTIONS AND ATTITUDES TOWARD DRAFT REGISTRATION

SECTION XII

Perceptions and Attitudes Toward Draft Registration

Changing social norms governing the role of females in society require that young women be treated the same, in most respects, as their male counterparts. Although much of the discussion on this issue has centered on equal rights, most thoughtful proponents of equality between the sexes have recognized that insistence on equal privileges carries with it an implicit reciprocal responsibility to assume an equal share of societal obligations including, when necessary, the duty of military service.

While disagreement exists as to the details of extending equal rights and obligations to females, it is undeniable that a significant segment of the American people are unwilling to retreat from an insistance on its implementation in all realms of life. At present, equal military obligation for young women is not the law, but should actual conscription begin, there will no doubt be Constitutional challenges in the courts if females are not accorded equal status.

With an awareness of these issues, this first sample of female respondents were asked their opinions on the need for male registration to provide a strong defense, how they personally would feel about being required to register, and whether the existence of mandatory female registration would make them more or less likely to consider joining one of the active duty military services. All three questions were identical to those on the male questionnaire, except that the latter two were worded in the conditional to reflect the current legal reality, i.e. that females are not required to register.

12.1 The Perceived Need for Registering Males

The 16-21 year old female sample were first questioned about the current importance of registration for the national defense -- apart from the issue of treating females the same as male youth:

> "Requiring all 18 year old men to register for the draft is necessary to provide a strong defense for America."

Table 12.1 displays the distribution of opinion on this matter. As shown, a majority of females (55.8%) agree with the statement -- most of them "strongly" or "generally." Less than half (44.1%) respond in the negative with almost 18% disagreeing "strongly." The average scale score on this question is 3.64, which is just slightly above the neutral midpoint of the scale. By comparison, the Fall 1980 male average was 4.03; thus, young men are more likely than young women to agree that male registration is needed.

Interestingly, the distribution of opinions on this matter is much flatter than for many attitudes; that is, respondents do not cluster near the middle of the scale. In fact, more than one-third of the respondents occupy the two extreme points. This indicates little concensus among female youth over the role of draft registration in contributing to a strong defense. An even sharper division was apparent in the male sample.

Several demographic differences appeared in mean agreement with the statement, as presented in Table 12.2. Agreement among positive propensity females was much stronger

TABLE 12.1

PERCEIVED NEED FOR DRAFT REGISTRATION

"Requiring all 18 and 19 year old men to register for the draft is necessary to provide a strong defense for America."

FEMALES

	Fall '80 %
Agree with Statement	55.8
Strongly agree	16.8
Generally agree	27.5
Agree just a little	11.5
Disagree with Statement	44.1
Disagree just a little	8.9
Generally disagree	17.4
Strongly disagree	17.8
Average*	3.64

Base: All Female Respondents Who Agree or Disagree with the Statement

Source: Question 11b

* Mean scale values shown

Scale Value: 6 = Strongly agree
5 = Generally agree
4 = Agree just a little
3 = Disagree just a little
2 = Generally disagree
1 = Strongly disagree
Therefore, larger values indicate greater perceived likelihood.

TABLE 17.2

PERCEIVED NEED FOR DRAFT REGISTRATION

"Requiring all 18 and 19 year old men to register for the draft is necessary to provide a strong defense for America."

DEMOGRAPHIC ANALYSIS*

FEMALES

	Fall '80	Statistically Significant+
Total U.S. Estimate **	3.54	
Variable***		
Positive propensity	4.02	Yes-higher
Negative propensity	3.58	No
16 years old	3.61	No
17 years old	3.56	No
18 years old	3.59	No
19 years old	3.58	No
20 years old	3.63	No
21 years old	3.86	Yes-higher
10th/11th grade	3.65	No
Senior	3.59	No
In college	3.61	No
High school graduate, not in school	3.63	No
not high school graduate	3.31	Yes-higher
High quality index	3.66	No
Medium quality index	3.63	No
Low quality index	3.62	No
White	3.65	No
Black	3.39	Yes-lower
Other non-white	3.93	Yes-higher

Source: Question 11b

* Mean scale values shown

Scale Value: 6 = Strongly agree
5 = Generally agree
4 = Agree just a little
3 = Disagree just a little
2 = Generally disagree
1 = Strongly disagree
Therefore, larger values indicate greater perceived likelihood.

** Base: All Female Respondents

*** Base: Appropriate Female Respondent Groups for Each Variable

\+ Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than the U.S. average.

than the national average; twenty-one year-olds were somewhat more in agreement than younger respondents; and blacks tended to disagree more than non-blacks. By contrast, females in the "other non-white" category were significantly more in agreement than even whites. The black - non-black distinction is consistent with other survey evidence on beliefs about national defense.

12.2 Attitudes Toward Draft Registration

Since perceptions do not automatically imply particular attitudes, it is necessary to find out how female target market youth feel about being personally required to register. Table 12.3 presents the study's first measurement of female opinion on this issue, which may become a central topic of national debate in the months and years ahead.

Sentiment here is unambiguous. Although a majority of females agree that registering men is vital to maintain a strong defense, most are nevertheless personally opposed to themselves having to register: 55.3% are against this idea -- most of them, strongly against it -- while only 26% favor it, with fewer than one out of twelve favoring it strongly. The balance are neither in favor or opposed. Overall, the mean score is 2.42, which is closer to the negative than the positive end of the measure. The male sample showed a similar "drop-off" between agreement with the need for a draft and personal attitude toward having to register, with an average on the latter issue of 3.16 -- just slightly to the favorable side of neutral.

The female responses can be interpreted in two different ways: (1) they might reflect general onposition to registration and the potential for compulsory service it implies -- regardless of one's position on sex roles in society; or (2) they could alternatively indicate an unwillingness to share in what has traditionally been widely regarded as a male responsibility. No doubt both reasons play some part in the explanation; additional interview questions would be required to determine just how much weight to give to each reason.

TABLE 12.3

ATTITUDE TOWARD DRAFT REGISTRATION

FEMALES

	Fall '80
	%
Strongly in favor of it	7.5
Somewhat in favor of it	18.5
Neither in favor nor against it	18.6
Somewhat against it	19.4
Strongly against it	35.9
Average*	2.42

Base: All Female Respondents

Source: Question 12a

* Mean scale value shown

Scale Value: 5 = Strongly in favor of it
4 = Somewhat in favor of it
3 = Neither in favor nor against it
2 = Somewhat against it
1 = Strongly against it
Therefore, larger values indicate stronger favor.

Table 12.4 contains the subgroup breakdown on personal feelings toward the possibility of having to register. Again the propensity groups differ in attitude toward registration, and they differ in the expected direction. Although there is no clear age pattern, 17 year-olds are slightly less against it than the national average. High school seniors too are a bit less unfavorable toward registration than average, and high school graduates not in school are somewhat more against it. Blacks are more against registration than non-blacks, and "other non-whites" are less negative toward it.

Score on the Quality Index also differentiates the female sample on this question: the higher the mental quality level, the higher the average scale score. Lower quality index females are thus more against having to register than their higher quality counterparts. (A similar pattern was observed among the male youth.)

This finding might reflect greater cognitive capacities of the superior quality female youth. Such an interpretation depends on the following assumptions: (1) that the Quality Index at least roughly measures cognitive ability; and (2) that social values are related to cognitive abilities; specifically, those with stronger abilities being more likely to (a) favor equal roles for males and females and (b) perceive the inconsistency between favoring equal status for the sexes, on the one hand, and opposition to having to register along with young men.

From the standpoint of filling military needs with qualified personnel, the lower resistance to registration by higher quality youth is a salutary finding

TABLE 12.4

ATTITUDE TOWARD DRAFT REGISTRATION

DEMOGRAPHIC ANALYSIS*

FEMALES

	Fall '80	Statistically Significant*
Total U.S. Estimate **	2.42	
Variable ***		
Positive propensity	3.13	Yes
Negative propensity	2.31	Yes
16 years old	2.48	No
17 years old	2.54	Yes-higher
18 years old	2.42	No
19 years old	2.35	No
20 years old	2.34	No
21 years old	2.42	No
10th/11th grade	2.49	No
Senior	2.55	Yes-higher
In college	2.51	No
High school graduate, not in school	2.32	Yes-lower
Not high school graduate	2.30	No
High quality index	2.57	Yes-higher
Medium quality index	2.40	No
Low quality index	2.23	Yes-lower
White	2.42	No
Black	2.29	Yes-lower
Other non-white	2.74	Yes-higher

Source: Question 12a

* Mean scale values shown

Scale Value: 5 = Strongly in favor of it
4 = Somewhat in favor of it
3 = Neither in favor nor against it
2 = Somewhat against it
1 = Strongly against it
Therefore, larger values indicate stronger favor.

** Base: All Female Respondents

*** Base: Appropriate Female Respondent Groups for Each Variable

+ Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than the U.S. average.

As for the anticipated effect of future mandatory registration on female enlistment, the data in Table 12.5 contradict any belief that registration would encourage volunteer entry. It would lead some to consider joining (37.7%), but it would have exactly the opposite effect on many more others (55.1%). As in the case of males, on balance, requiring registration of young women would result in a net loss in enlistments -- if these responses about future behavior are reliable. The reason may be the same as suggested for the males: enlistment in an all-volunteer force may be perceived as more desirable than serving in a partly volunteer - partly conscripted service because of less competition for available opportunities, etc

Table 12.6 shows that registration would have a differential effect on the enlistment consideration of different female subgroups. It would have a less negative than average impact on positive propensity respondents, 17 year-olds, high school students, those scoring "high" on the quality index, and "other non-whites". By contrast, mandatory registration would have a significantly more counterproductive influence on negative propensity respondents, 20 year-olds, high school graduates not in school, those scoring low on the Quality Index, and blacks.

The demographic patterns for male youth are quite similar on this question. Notable differences, though, are apparent by average Quality Index score and by race. On the Quality Index, females scoring high are significantly more likely than average to enlist if there is mandatory registration; high quality males are less likely than average to consider enlisting. Comparing black females and black males, the latter are more likely to enlist because of registration, while females would be less likely to enlist if they had to register.

TABLE 12.5

EFFECT OF DRAFT REGISTRATION
ON LIKELIHOOD OF ENLISTING

FEMALES

	Fall '80
	%
More likely to join	37.7
Much more likely	10.7
Somewhat more likely	17.2
Just a little more likely	9.8
Less likely to join	55.1
Don't know	7.2
Average*	1.82

Base: All Female Respondents

Source: Question 12b

* Mean scale value shown

Scale Value: 4 = Much more likely
3 = Somewhat more likely
2 = Just a little more likely
1 = Less likely
Therefore, larger values indicate greater perceived likelihood.

TABLE [illegible]

EFFECT OF [illegible] REGISTRATION
ON [illegible] OF [illegible]

DEMOGRAPHIC ANALYSIS*

FEMALES

	Mean Scale	Statistically Significant*
Total U.S. estimate **	[illegible]	
Variable ***		
Positive propensity	[illegible]	[illegible]
Negative propensity	[illegible]	[illegible]
16 years old	[illegible]	[illegible]
17 years old	[illegible]	[illegible]
18 years old	[illegible]	[illegible]
19 years old	[illegible]	[illegible]
20 years old	[illegible]	[illegible]
21 years old	[illegible]	[illegible]
10th/11th grade	[illegible]	[illegible]
Senior	[illegible]	[illegible]
In college	[illegible]	[illegible]
High school graduate, not in school	[illegible]	[illegible]
Not high school graduate	[illegible]	[illegible]
High quality index	[illegible]	[illegible]
Medium quality index	[illegible]	[illegible]
Low quality index	[illegible]	[illegible]
White	[illegible]	[illegible]
Black	[illegible]	[illegible]
Other non-white	[illegible]	[illegible]

Source: Question 120

* Mean scale values shown

Scale Value: 4 = Much more likely
3 = Somewhat more likely
2 = Just a little more likely
1 = Less likely
Therefore, larger values [illegible] likelihood.

** Base: All Female Respondents

*** Base: Appropriate Female Respondents [illegible]

* Statistical significance based [illegible] the range of ten standard [illegible] where statistically [illegible] either higher or lower than the [illegible]

APPENDIX I
STATISTICAL RELIABILITY

Because respondents are weighted unequally it is not [illegible] to assess standard errors by methods which would be appropriate with unweighted data.

Hence, standard errors were computed for all those variables reported at the national level using a replicated sample procedure developed by W. E. Deming for use with weighted data.

Standard errors estimated in this way averaged 10 percent greater than those obtained by applying the procedures ordinarily used with unweighted data.

The accompanying tables provide 95% confidence intervals for percentages observed in this study which are ten percent larger than those obtained by usual methods.

STATISTICAL RELIABILITY FOR DETERMINING ACCURACY OF PERCENTS WITHIN A SINGLE SAMPLE*

At the 95% level of confidence

Sample Size	Magnitude of Expected or Observed Percent				
	10% 90%	20% 80%	30% 70%	40% 60%	50% 50%
100	6.4	8.7	9.8	10.6	10.8
150	5.4	7.2	8.2	8.8	9.0
400	3.3	4.3	5.0	5.2	5.4
600	2.6	3.5	4.1	4.3	4.5
1000	2.1	2.8	3.1	3.3	3.4
2000	1.4	2.0	2.2	2.4	2.4
2600	1.3	1.7	2.0	2.1	2.1
3000	1.2	1.6	1.8	2.0	2.0

**

* Not to be used for comparing observations from different groups of respondents

** Observed percent ± the appropriate number shows by how much the observation could vary due to sampling error

STATISTICAL RELIABILITY FOR COMPARING PERCENTS BETWEEN TWO INDEPENDENT SAMPLES*

At the 95% level of confidence

of Each Sample	Average of the Two Observed Percents				
	10% 90%	20% 80%	30% 70%	40% 60%	50% 50%
100	9.2	12.2	14.0	14.9	15.2
200	7.6	10.2	11.6	12.4	12.7
400	4.6	6.2	6.9	7.5	7.6
600	3.7	5.0	5.8	6.2	6.3
1000	2.9	3.8	4.5	4.7	4.9
2000	2.1	2.8	3.1	3.3	3.4
2600	1.8	2.4	2.8	2.9	3.0
3000	1.7	2.2	2.5	2.8	2.8

**

* Not to be used for measuring accuracy of percents within a single sample

** Minimum difference required between the observed percents in the two sampled populations to be statistically different

APPENDIX II
TRACKING AREA CONCEPT

The "Tracking Area" concept is an integral part of the study objectives. It is designed to allow each Service to relate the findings to one or several recruiting districts. Each Service has a different number of recruiting districts with some local discretion as to advertising and recruitment allocations. A Tracking Area represents the commonality among Services. Data collection and analysis based on Tracking Areas allows comparison, evaluation, and goal setting within each Service on a local basis.

The tracking areas were constructed around these criteria: 1) to limit the number of Army District Recruiting Commands, Navy Recruiting Districts, Air Force Recruiting Detachments (Squadrons) and Marine Corps Recruiting Stations to three each or less per tracking area, 2) to see that the TA's have a high commonality among services, i.e., a high percentage of the counties' Military Available being common to all four services, and 3) to represent regionally meaningful clusters of recruiting districts for the Services.

For purposes of this research, 26 TA's were defined which account for every county in the Continental United States. This strategy provides for national conclusions to be drawn from the survey findings, as well as individual findings for the 26 TA's.

Since each tracking area is to contain undivided Recruiting Districts for each Service, some counties occur in more than one TA. For all 26 areas the cumulative overlap is 13 percent.

The percentage of Military Availables in the United States accounted for by varying number of tracking areas is approximately as follows:

Number of TA's	Percent Military Available
Top 5	28.7
Top 10	52.9
Top 13	52.9
Top 15	65.1
Top 18	81.2
Top 20	86.8
All 26	100.0

APPENDIX III
WEIGHTING OF RESPONDENTS

The need to compare characteristics of individual tracking areas leads naturally to a study design in which the numbers of respondents in each tracking area are approximately equal. However, since the tracking areas contain unequal numbers of military availables, we cannot estimate national statistics by simply adding up the data for all the respondents; respondents in larger tracking areas should be weighted more heavily than those in smaller tracking areas.

The respondent weighting system used in this wave represents an improvement over that of earlier waves. In the first two waves each respondent was classified into one of 156 cells on the basis of tracking area, age, and race (13 tracking areas X 6 age categories X 2 races = 156 cells). The actual number of military availables corresponding to each cell was estimated from census data. The weight for respondents in a cell was then simply the estimated number of military availables corresponding to that cell divided by the number of respondents in the cell.

The problem with that weighting method was that for some cells with few respondents (such as blacks in certain age categories in certain tracking areas) the denominator of the weighting fraction was quite variable. This led to weights that varied considerably from cell to cell, an undesirable property since it leads to some loss of statistical precision in the data.

The weighting system used since the Fall 1976 wave is somewhat different in principle, in that fewer weights are required. One weight is computed for each tracking area

and another for each age/race combination. The weighting constant for each cell is simply the product of appropriate tracking area and age/race weights.

Since fewer weights are computed by this method (26 tracking areas plus 12 age/race combinations = 38) than by the old method (12 X 26 = 312) they are much more stable and the variation between effective weights applied to individual cells is reduced substantially. This should lead to some increase in statistical precision.

The inclusion of females in the Youth Attitude tracking study necessitated that population data be developed to be used for weighting the female survey data. Specifically, population data from the early 1970's has been used to weight the male data. The use of more current male population data was thought to be desirable. This would make the male survey data more reflective of today's market and enable the male and female survey data to be directly compared.

DMDC provided estimations of the 1980 population of 16 to 21 year old males and females in each of the 26 tracking areas. The use of total population data as the basis of the weighting procedure differs from what has been used in the first 10 waves of the study. In 1975, (Wave I), Market Facts was given data that represented the Qualified Military Available (QMA) population in each tracking area. This was an estimate of the population of 16 to 21 year old males who met certain mental and physical requirements. This concept has not been developed for females. Hence, total population figures, as opposed to qualified figures, were used to weight the female survey data. With respect to weighting the male survey data, several options were available.

The first option was to continue to use the old QMA data. This would have provided complete continuity with the previous 10 waves. However, the male and female survey data could not be compared, because of the differences in the way each data set was weighted.

The second option was to use the QMA concept using current male population estimates. While males and females still could not be compared, it had the advantage of making the weighting base more reflective of today's male market. This option could not be exercised.

The third option was to use the total population data. This allowed direct comparisons between males and females. The disadvantage, however, was the possible loss of continuity with previous waves.

In an attempt to aid decision-making, Market Facts tabulated the Fall 1980 propensity data for each of the 26 tracking areas. The data were run twice; first using estimated QMA (option #1) figures and secondly using total estimated current population (option #3) figures for weighting. The intent was to see what, if any, differences resulted. The data are shown below in Exhibit A.

The two weighting schemes produced very similar data. The largest differences were no greater than .8 percentage points. None of the differences shown were statistically significant. Hence, using current total population figures to weight the data did not appear to create any loss of continuity within the male portion of the study. Changes in propensity, therefore, could not be attributed to a change in the weighting methodology.

As a result of this modification in the weighting scheme, the average age of the Fall 1980 male sample is slightly older than the Fall 1979 sample (see Exhibit B). This reflects the weighting scheme and aging of the U.S. population.

EXHIBIT A

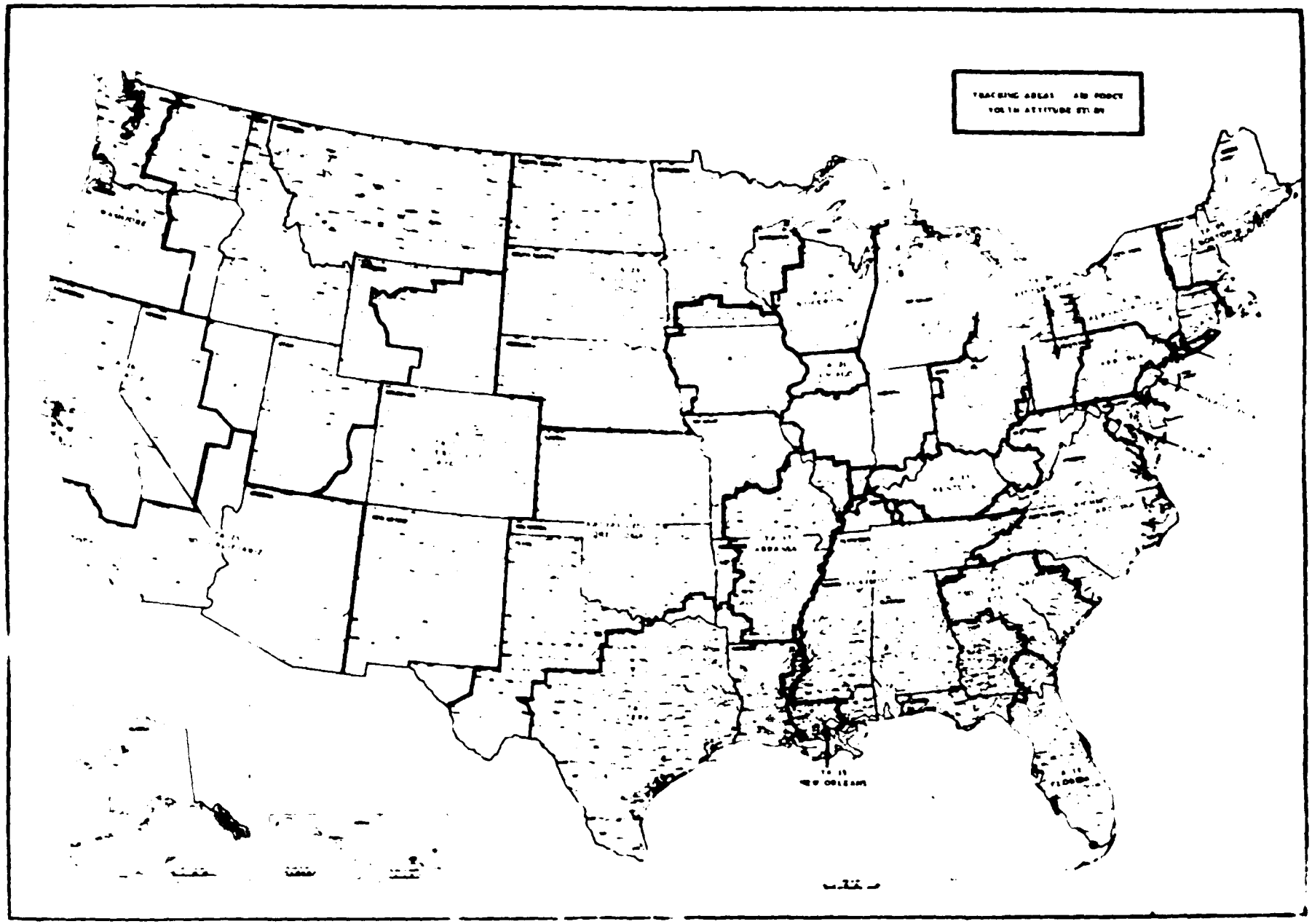
MALE PROPENSITY BY TRACKING AREA
USING TWO DIFFERENT WEIGHTING BASES:
ESTIMATED QMA VERSUS ESTIMATED TOTAL POPULATION

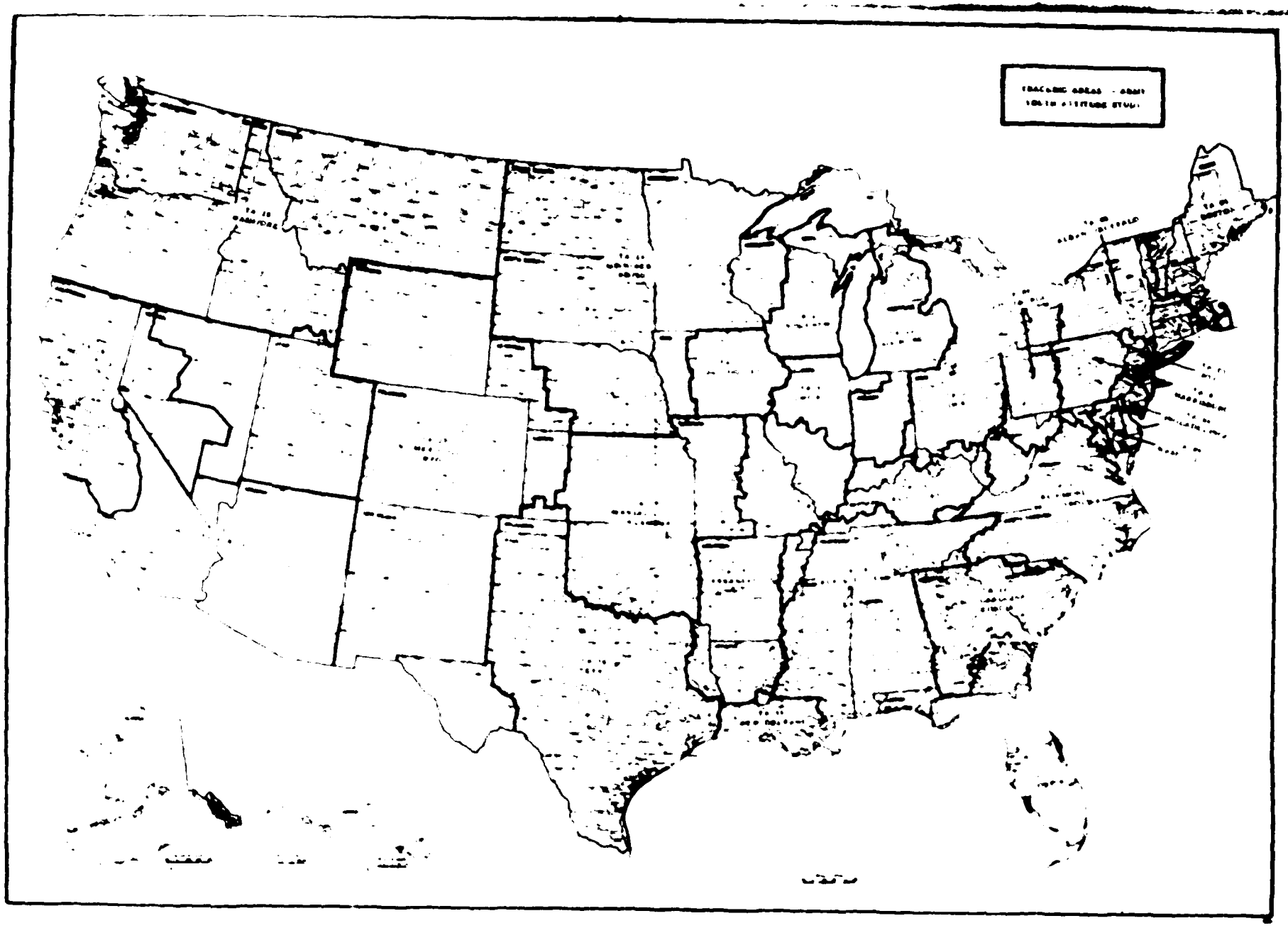
	Army		Air Force		Navy		Marine Corps	
	QMA	Total Pop.	QMA	Total Pop.	QMA	Total Pop.	QMA	Total Pop.
Total U.S.	13.2	13.1	16.9	16.6	13.3	13.1	11.0	10.8
NYC	7.1	7.1	7.8	7.6	8.9	8.8	8.4	8.1
Alb/Buf	13.6	13.0	18.1	17.4	14.5	14.1	12.6	12.2
Hrsbg.	11.9	11.5	16.9	16.5	12.4	12.1	7.4	7.5
Wash D.C.	9.7	9.3	15.8	14.9	11.9	11.4	9.9	9.5
Fla.	17.0	16.5	24.5	24.0	16.9	16.8	13.3	13.0
Al/Ms/Tn	19.1	18.6	27.7	27.8	20.0	20.3	14.1	13.6
Oh	13.1	12.7	16.1	15.1	14.0	13.6	11.7	11.1
Mi/In.	13.6	14.2	15.1	15.1	6.8	6.5	9.9	9.8
Chi	12.3	12.1	21.5	21.4	15.0	15.2	10.5	10.3
MN/Nb/ND/SD	14.1	13.7	20.4	19.8	12.0	11.8	7.8	7.5
Tex	21.6	21.6	26.1	26.3	16.6	16.2	15.4	15.2
So. Cal.	8.9	8.4	15.6	14.8	13.2	12.5	8.1	7.6
No. Cal.	8.9	8.4	15.5	14.9	10.3	9.7	8.8	8.4
Phil.	9.6	9.3	9.7	9.5	10.0	9.8	12.5	12.5
Bstn.	14.6	14.4	17.6	16.9	15.2	14.6	14.5	14.1
Pit.	10.8	10.6	12.7	12.4	10.6	10.4	7.9	7.8
Rich/N.C.	15.2	14.6	22.0	21.2	14.7	14.4	12.4	12.3
S.C./Ga.	21.9	21.3	26.5	26.1	20.0	19.9	20.3	19.5
N. Orln.	20.2	19.9	18.8	18.6	16.2	16.0	13.0	12.7
Ark.	10.0	9.4	21.3	20.9	12.5	12.3	5.8	5.5
Ky.	18.5	18.3	21.6	21.0	15.5	15.5	14.2	14.0
Des. Mns.	12.2	11.[illegible]	20.8	20.0	13.6	13.5	11.1	10.9
Wis.	9.6	9.[illegible]	14.5	14.0	10.2	9.8	7.7	7.4
N.M./Col.	9.3	9.4	21.9	21.8	13.3	13.5	10.6	10.6
Wash/Oreg.	8.8	8.3	20.2	19.5	10.8	10.3	8.8	8.6
K.S./Okla.	10.4	10.0	20.0	19.4	11.3	11.[illegible]	9.2	8.8

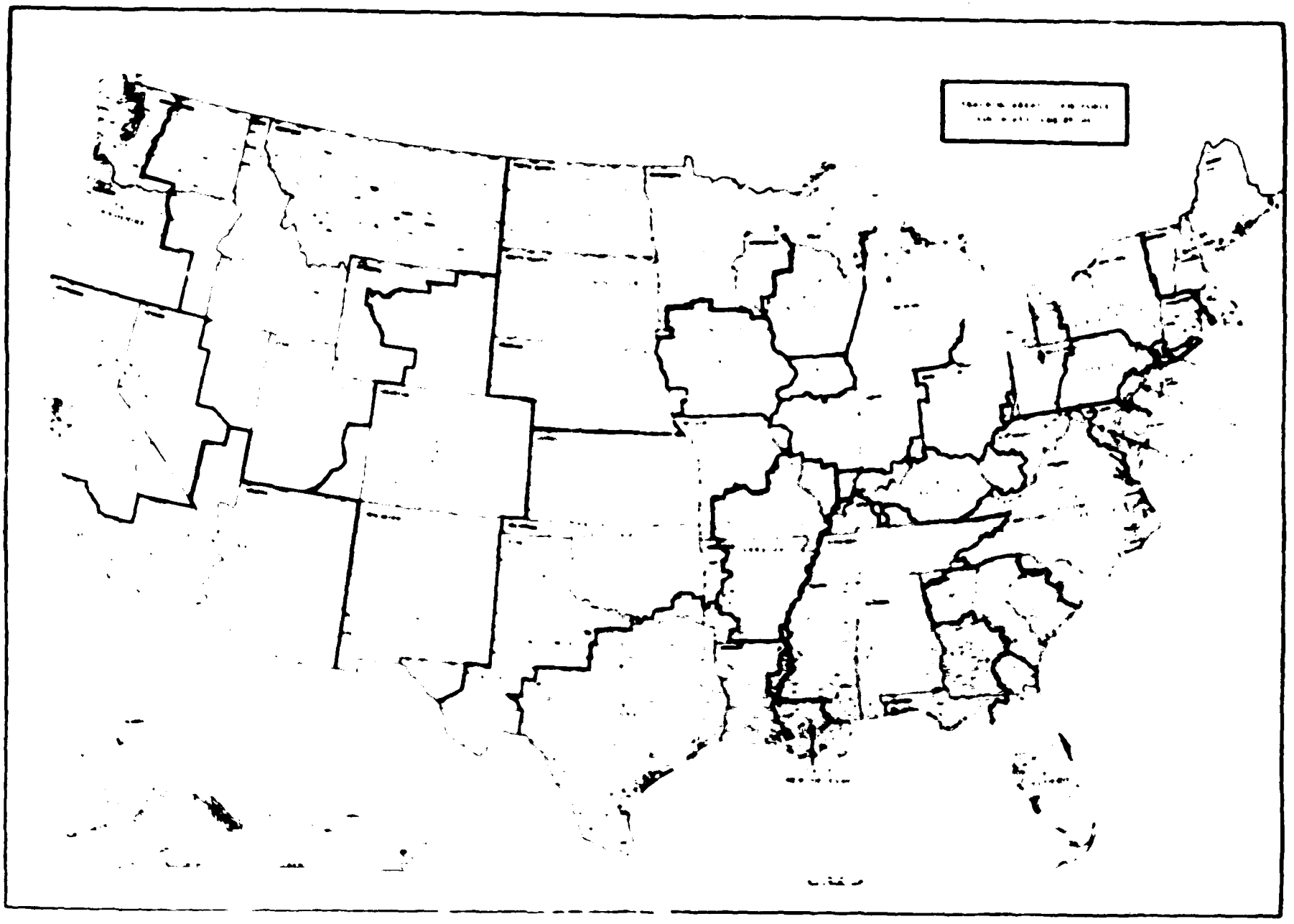
EXHIBIT B

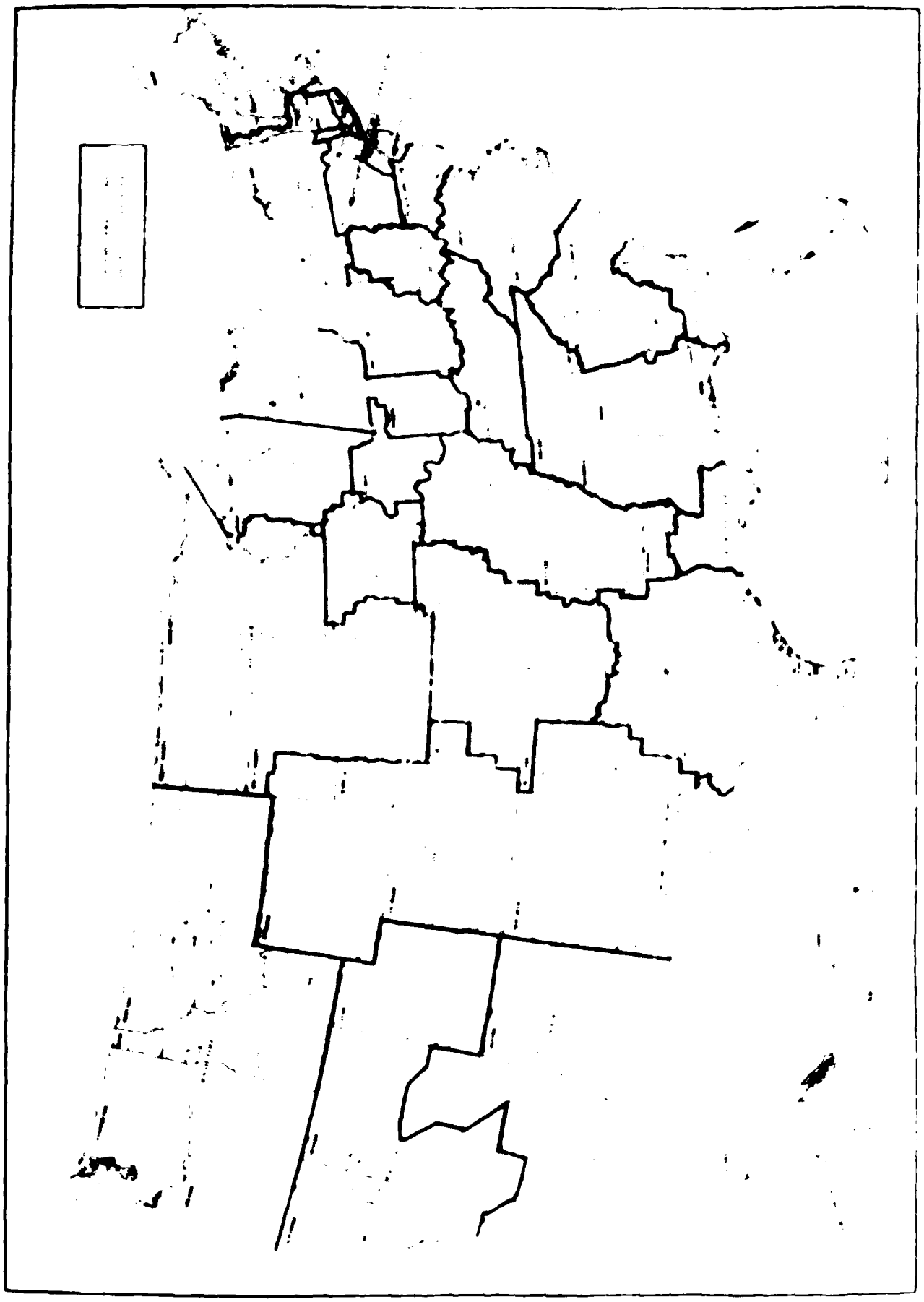
SAMPLE AGE AND RACE PROFILE

	MALES		FEMALES
	Fall '79	Fall '80	Fall '80
	%	%	%
Age			
16	18.5	17.0	16.1
17	16.5	17.3	16.5
18	17.5	17.0	17.0
19	16.6	16.2	16.8
20	14.8	16.5	17.1
21	14.1	16.0	16.5
Race			
White	85.4	85.0	84.2
Non-White	13.7	14.4	15.3
Refused	0.9	0.6	0.5
Base:	(5187)	(5108)	(5251)


TRACKING AREAS AIR FORCE
FOURTH ATTITUDE STUDY


RECRUITING AREAS - ARMY
YOUTH ATTITUDE STUDY





APPENDIX V

THE QUESTIONNAIRE

[illegible] CHICAGO, ILLINOIS 60606

JOB No. 6405
OMB No. 22-R-0339
Card 7
Dup. 1-10

MILITARY SERVICE STUDY
Screener -

INTERVIEWER _____ 11 [ ][ ][ ][ ] 14

FIELD SERVICE _____ NIC _____ 15 [ ][ ][ ][ ][ ] 19

DATE _____ TIME BEGAN _____ AM/PM TIME ENDED _____ AM/PM

Hello. My name is _____ of Market Facts, Incorporated. We are conducting a survey to find out people's attitudes toward various occupations and would like to have your opinion. Your household has been chosen by chance. Any information you give us will be kept confidential by our firm.

1. Are there any people currently living in your household between the ages of 16 and 21? (20) [0]

Yes ..... 1 No ..... 2 → (TERMINATE AND RECORD ON CALL RECORD SHEET - REUSE SCREENER.) (21) [2] (22 open)

2. How many people between the ages of 16 and 21 are currently living in your household?

1 2 3 4 More than 4 _____ (23)

Now, I would like to ask you a couple of questions about each person in your household between 16 and 21. (Starting with the oldest.)

3. Is this person a male or a female? (RECORD UNDER QU. 3 BELOW.)

4. How old is he/she? (RECORD UNDER QU. 4 BELOW)

5. Is he/she currently a Junior or Senior in College, a College graduate or attending Graduate school? (RECORD UNDER QU. 5 BELOW.)

6a. Is he/she currently in the military service, the National Guard or the Reserves? (RECORD UNDER QU. 6a BELOW)

6b. Has he/she ever served in the military service, the National Guard or the Reserves? (RECORD UNDER QU. 6b BELOW)

6c. Has he/she been accepted for service in a branch of the Armed Forces and now is waiting for a date when he is to go on active duty? (THIS DOES NOT INCLUDE ROTC. RECORD UNDER QU. 6c BELOW.)

(RECORD INFORMATION BELOW, THEN CONTINUE ASKING SEX, AGE, EDUCATION AND MILITARY SERVICE STATUS, QU. 3, 4, 5, 6a, 6b, 6c FOR ALL YOUNG PEOPLE BETWEEN 16 AND 21, FROM OLDEST TO YOUNGEST.)

Qu. 3		Qu. 4						Qu. 5		Qu. 6a		Qu. 6b		Qu. 6c		
Male	Female	16	17	18	19	20	21	Yes	No	Yes	No	Yes	No	Yes	No	
1	2	1	2	3	4	5	6	1	[2]	1	[2]	1	[2]	1	[2]	(24-29)
1	2	1	2	3	4	5	6	1	[2]	1	[2]	1	[2]	1	[2]	(30-35)
1	2	1	2	3	4	5	6	1	[2]	1	[2]	1	[2]	1	[2]	(36-41)
1	2	1	2	3	4	5	6	1	[2]	1	[2]	1	[2]	1	[2]	(42-47)

(QUALIFYING YOUNG PEOPLE ARE THOSE WHO ANSWERED "NO" TO QU. 5 AND 6a AND 6b AND 6c, BOXED COLUMNS. STARTING WITH OLDEST, LIST THE AGES OF THE QUALIFYING YOUNG PEOPLE BELOW.)

USE THE RESPONDENT SELECTION BOX TO DETERMINE WHICH QUALIFYING PERSON SHOULD BE THE SELECTED RESPONDENT. UNDER THE COLUMN HEADED "SELECTED RESPONDENT" CIRCLE THE NUMBER INDICATING THE PERSON CHOSEN.

Age and Sex of Qualifying People		Selected Respondents
(Oldest)	1 _____ M F	1
(Next Oldest)	2 _____ M F	2
(Next Oldest)	3 _____ M F	3 (48)
(Next Oldest)	4 _____ M F	4

Number of Qualified People [1][2][3][4]
Select Respondent Number and record. [1][1][3][2]

(ASK FOR FULL NAME OF SELECTED RESPONDENT. RECORD NAME AND TELEPHONE NUMBER BELOW.)

Name: _____ Telephone Number: _____ Male [ ] Female [ ]

(IF NOT AT HOME MAKE AN APPOINTMENT TO CALL BACK. MAKE UP TO TEN CALLBACK APPOINTMENTS TO COMPLETE INTERVIEW WITH PERSON SELECTED. RECORD DATE, TIME AND RESULT OF EACH APPOINTMENT.) (49)

1st App't:	Date _____	Time _____	Result... 1 2 4 6 7 8	(50)
2nd App't:	Date _____	Time _____	Result... 1 2 4 6 7 8	(51)
3rd App't:	Date _____	Time _____	Result... 1 2 4 6 7 8	(52)
4th App't:	Date _____	Time _____	Result... 1 2 4 6 7 8	(53)
5th App't:	Date _____	Time _____	Result... 1 2 4 6 7 8	(54)
6th App't:	Date _____	Time _____	Result... 1 2 4 6 7 8	(55)
7th App't:	Date _____	Time _____	Result... 1 2 4 6 7 8	(56)
8th App't:	Date _____	Time _____	Result... 1 2 4 6 7 8	(57)
9th App't:	Date _____	Time _____	Result... 1 2 4 6 7 8	(58)
10th App't:	Date _____	Time _____	Result... 1 2 4 6 7 8	

CIRCLE NUMBER OF FINAL APPOINTMENT:

1	6
2	7
3	8 (59)
4	9
5	10

RECORD RESULT OF FINAL APPOINTMENT:

No answer 1
Phone disconnected/Out of order 2 (60)
Long-term unavailability/Language barrier/Handicapped/Retarded 4
Refusal after qualification determined 6
Qualified Respondent not available-make 10 attempts 7
Completed interview 8

MARKET FACTS, INC., 100 SOUTH [illegible]

[illegible] 640F-2
OMB #22-R-0339
Page 1
[illegible]

Respondent Name _____ Mail Tally Sheet [illegible]

Respondent Number 1 [ ][ ][ ][ ] 4 Questionnaire Female [illegible] Date 5 [ ][ ][ ][ ][ ][ ] 10

Market Facts Rcpr _____ 12 [ ][ ][ ] 15 [illegible] 2 21

Time Interview Began _____ AM/PM Interview [illegible] 16 [ ][ ] 18

(IF CONTINUING SURVEY FROM SCREENER, CIRCLE RESPONDENT'S AGE UNDER QU. 2 AND BEGIN INTERVIEW WITH QU. 3a

(REINTRODUCE YOURSELF AND PURPOSE OF THE SURVEY IF TALKING WITH A NEW RESPONDENT.)

Hello, I'm _____ of Market Facts, Incorporated. May I please speak with _____ RESPONDENT'S NAME?

We are conducting a survey to find out young people's attitudes toward future occupations and would like to have your opinion. Your household has been chosen by chance. Any information you give will be kept confidential by our firm to the extent that the law enables us to do so. There is a possibility that you may be called by my employer just to check that I did speak with you. Do you have say time to be interviewed now on this survey? (IF NOT, REQUEST SPECIFIC APPOINTMENT AND RECORD ON SCREENER.)

2. First of all, just to be sure I am interviewing the right person, what is your age please? (19-24 open)

Under 16	1 → (TERMINATE)	19	5
16	2	20	6
17	3	21	7
18	4	22 & over	8 → (TERMINATE) 24

3a. Are you attending school now?

Yes 1 → No 2 → (SKIP TO QU. 3c) 25

3b. What is your current year in school? (IF NECESSARY, ASK: What type of school is this?)

10th Grade (High School)	1	1st year of 4-year college (freshman)	6
11th Grade (High School)	2	2nd year of 4-year college (sophomore)	7 → [illegible]
12th Grade (High School)	3	1st year of Junior College	8
First year of special training in vocational or trade school	4	2nd year of Junior/Community College	9
Second year of special training vocational or trade school	5	3rd year of college	0 → [illegible]
		4th year of college or more	1

(SKIP TO QU. 3f)

3c. Are you a high school graduate?

Yes 1 → (SKIP TO QU. 3e) No 2

3d. How many years of schooling have you completed?

Less than 1 year of High School	1	2 years of High School	3
1 year of High School	2	3 years of High School	4 → [illegible]

3e. Did you graduate from a high school you attended or did you complete high school [illegible] going to night school?

Attended high school 1
Night school or other way 2

3f. Are you currently employed?

Yes 1 → No 2 →

3g. Are you working full time or part time?

Full time 1 (32)
Part time 2

3h. Are you currently [illegible]

Yes 1 No 2

3i. Now let's talk about your plans for the next few years. What do you think you will be doing? READ LIST. PROBE WITH "ANYTHING ELSE", ETC., UNTIL UNPRODUCTIVE. (CIRCLE AS MANY AS [illegible])

Going to school	1	
Working	2 → [illegible]	4
Doing nothing	4	
Other	5	
Joining the service	6	

3j. (IF RESPONSE ABOVE IS "JOIN THE SERVICE", ASK: You mentioned that you might [illegible] branch would that be? (CIRCLE ONLY ONE ANSWER UNDER QU. 3j BELOW.)

3k. Which type of service would that be: Active Duty, Reserves or National Guard? (CIRCLE ONE ANSWER UNDER QU. 3k BELOW.)

Qu. 3j Branch of Service	(35)	Qu. 3k Type of Service: Active Duty	Reserves	National Guard	[illegible]	
Air Force	1	→ 1	2		3	(36)
Army	2	→ 1	2		4	(37)
Coast Guard	3	→ 1	2	3	4	(38)
Marine Corps	4	→ 1	2	3	4	(39)
Navy	5	→ 1	2		4	(40)
Don't Know Branch	6	→ 1	2	3	4	(41)

3l. How easy or difficult is it for someone of your age to get a full time job in your area? Would you say it is almost impossible, very difficult, somewhat difficult or not difficult at all? (RECORD ONE ANSWER BELOW.)

3m. How about getting a part time job? Would you say it is almost impossible, very difficult, somewhat difficult or not difficult at all? (RECORD ONE ANSWER BELOW.)

	3l Full-Time		3m Part-Time	
Almost impossible	1	(42)	1	(43)
Very difficult	2		2	
Somewhat difficult	3		3	
Not difficult at all	4		4	
(DON'T READ) → Don't know	5		5	

4a. When I mention "Armed Services" or "military", which branch of Service do you think of first? (DO NOT READ ALTERNATIVE ANSWERS. RECORD ONE ANSWER BELOW UNDER QU. 4a.)

4b. What is the next branch you think of? (DO NOT READ ALTERNATIVE ANSWERS. RECORD ONE ANSWER BELOW UNDER QU. 4b.)

4c. Are there any others that come to mind? (DO NOT READ ALTERNATIVE ANSWERS. RECORD ALL OTHER MENTIONS BELOW UNDER QU. 4c.)

	Qu. 4a First Mention		Qu. 4b Second Mention		Qu. 4c All Other Mentions	
Air Force	1	(44)	1	(45)	1	(46)
Army	2		2		2	
Coast Guard	3		3		3	
Marine Corps	4		4		4	
Navy	5		5		5	
None	6 → (SKIP TO QU. 5a)		6 → (SKIP TO QU. 5a)		6	

5a. Now, I'm going to read you a list of several things which young women your age might do in the next few years. For each one I read, please tell me how likely it is that you will be doing that. For instance, how likely is it that you would be... (READ STATEMENT)? Would you say "Definitely", "Probably", "Probably Not", or "Definitely Not"?

START AT "X" (SEE INSTRUCTIONS)	Definitely	Probably	Probably Not	Definitely Not	Don't Know/ Not Sure	
Working as a waitress in a restaurant	1	2	3	4	5	(47)
Working at a desk in a business office	1	2	3	4	5	(48)
Serving in the military	1	2	3	4	5	(49)
Working as a saleswoman	1	2	3	4	5	(50)
( ) Serving in the National Guard	1	2	3	4	5	(51)
Is that the ... Air Nat. Guard 1; or, Army Nat. Guard 2; (DON'T READ) → Don't know 3						(52)
( ) Serving in the Reserves	1	2	3	4	5	(53)
Is that the ... Air Force Reserve 1; Army Reserve 2; Coast Guard Reserve 3; Marine Corps Reserve 4; or, Navy Reserve 5; (DON'T READ) → Don't know 6						(54)
( ) Serving in the Coast Guard (Active Duty)	1	2	3	4	5	(55)
( ) Serving in the Army (Active Duty)	1	2	3	4	5	(56)
( ) Serving in the Air Force (Active Duty)	1	2	3	4	5	(57)
( ) Serving in the Marine Corps (Active Duty)	1	2	3	4	5	(58)
( ) Serving in the Navy (Active Duty)	1	2	3	4	5	(59)

LOOK AT THE TWO BOXES ABOVE. IF A CODE "3" OR A CODE "4" HAS BEEN CIRCLED FOR EACH OF THE FOUR SERVICES, SKIP TO QU. 5b. IF A CODE "5" OR SOME COMBINATION OF CODES "3", "4" AND "5", HAS HAS BEEN CIRCLED FOR EACH OF THE FOUR SERVICES, SKIP TO YELLOW OPEN END ANSWER SHEET.

5b. You said that you are likely to serve in an active branch of the military. Would you be...

Extremly likely 1 (60)
Very likely 2
Somewhat likely 3
or, Slightly likely 4

5c. When do you think you will join the military services? (READ ALTERNATIVES)

Within 6 months 1
Between 6 months and one year 2 (61)
More than 1 year but less than 2 years 3
2 years or more 4
(DO NOT READ) ▶ Don't know 5

5d. Do you expect you would enter the service as an enlisted man or as an officer? (62)

Enlisted man 1
Officer 2

---------- GO TO YELLOW OPEN END ANSWER SHEET ----------

5e. You said that you are unlikely to serve in an active branch of the military. Would you be...

Extremely unlikely 1
Very unlikely 2
Somewhat unlikely 3 (63)
or, slightly unlikely 4

5f. Why would you not be likely to enlist in one of the active duty military services? (DO NOT READ RESPONSES.)

Do not want to serve in military; unspecified 1-
Have plans for civilian job 2-
Separation/being apart 3-
Danger/fear of injury 4-
Loss of status of military vs. civilian career (e.g., a person can do better than being a soldier) 5-
Negative military experiences by father/friends 6-
Lack of personal freedom 7-
Living conditions 8- (64-65)
Pay inadequate 9-
Have to make a long term committment ..... -1
Don't know enough about military life/not enough information to make decision ..... -2
Other (SPECIFY) _____ -9 (66-78 open)
Don't know ..... -X 79 [0 | 2] 80

GO TO YELLOW OPEN END ANSWER SHEET

Card 3
Dup 1-10
(11-28 open)

Now, let's go on to another subject.

8a. In the last six months, have you had any contact with a military recruiter representing the active military?

Yes ..... 1 → No ..... 2 → (SKIP TO QU. 8c) (29)

8b. How were you in contact with the recruiter? (READ EACH STATEMENT. START WITH THE "X'd" ITEM.)

START AT "X"
(SEE INSTRUCTIONS)

	In the Last Six Months Yes	No	
( ) Have you gone to a recruiting station and talked to a recruiter	1	2	(30)
( ) Have you talked face-to-face with a recruiter somewhere other than at a recruiting station	1	2	(31)
( ) Have you heard a recruiter give a talk at your high school	1	2	(32)
( ) Have you talked to a local recruiter by telephone	1	2	(33)

8c. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X'd ITEM.)

	Yes	No	
( ) Have you received recruiting literature in the mail	1	2	(34)
( ) Have you discussed the possibility of enlistment with friends already in the service or who have been in the service	1	2	(35-39 open) (40)
( ) Have you ever talked with a guidance counselor at school about possible enlistment?	1	2	(41)
( ) Have you talked with a teacher at school about possible enlistment	1	2	(42)
( ) Have you talked with your boyfriend or husband about possible enlistment	1	2	(43)
( ) Have you talked with one or both parents about possible enlistment	1	2	(44)
( ) Have you taken an aptitude or career guidance test in high school given by the armed services	1	2	(45)
( ) Have you made a toll-free call for information about the military	1	2	(46)
( ) Have you asked for information about the military by mail	1	2	(47)
( ) Have you been physically or mentally tested at a military examining station	1	2	(48)

I have several more questions about military recruiters. (IF "NO" TO QU. 8a, ASK QU. 9a. OTHERWISE, SKIP TO QU. 9b.)

9a. Have you ever had any contact with any military recruiter?

Yes ..... 1 No ..... 2 → (SKIP TO PAGE 6, QU. 10a) (49)

9b. You say you have been in contact with a military recruiter. What branch or branches of the service did they represent? (RECORD BELOW. PROBE.) Any other military recruiter? (PROBE UNTIL UNPRODUCTIVE.)

	Air Force	Army	Marine Corps	Navy	Don't Know	
Recruiters represented	1	2	3	4	6	(50)
9c. (IF "AIR FORCE", "ARMY", OR "MARINE CORPS", ASK:) Did the (NAME SERVICE) recruiter represent the (READ ALTERNATIVE ANSWERS - EXCEPT FOR "DON'T KNOW")?	(51)	(56)	(61)		(SKIP TO PAGE 6, QU. 10a)	
	Air National Guard ... 2 Air Force Reserve.. 3	Army National Guard .... 2 Army Reserve .. 3	Marine Reserve .. 2			
	GO TO NEXT BRANCH, OR IF NO OTHER BRANCH, GO ON TO PAGE 6, QU. 10a.					
	Active Air Force ... 1 Don't know. 4	Active Army..1 Don't know...4	Active Marines... 1 Don't know.. 4			
9d. Did the (NAME SERVICE) recruiter contact you first, or did you contact him?	(52)	(57)	(62)	(66)		
Recruiter contacted first ...	1	1	1	1		
Respondent contacted first ..	2	2	2	2		
9e. How adequate was the information you got from the (NAME SERVICE) recruiter? Did he give you...	(53)	(58)	(63)	(67)		
All the information you wanted	1	1	1	1		
Most of it	2	2	2	2		
or, Very little	3	3	3	3		
9f. Was your attitude toward joining (NAME OF SERVICE) more or less favorable than before you talked to the recruiter, or didn't it change?	(54)	(59)	(64)	(68)		
More favorable	1	1	1	1		
Less favorable	3	3	3	3		
Didn't change	2	2	2	2		
	GO TO NEXT BRANCH, OR IF NO OTHER BRANCH, GO ON TO PAGE 6, QU. 10a					
9g. Was that...(READ ALTERNATIVES)	(55)	(60)	(65)	(69)		
Much more favorable	1	1	1	1		
Slightly more favorable ...	2	2	2	2		
Slightly less favorable ...	3	3	3	3		(70-78 open)
Much less favorable	4	4	4	4		79 [0 | 3]
	GO UP TO NEXT BRANCH, OR IF NO OTHER BRANCH, GO ON TO PAGE 6, QU. 10a.					

10a. I'd like to read several job characteristics. After I read each characteristic, please tell me how important you feel it would be in choosing a job. (READ FIRST CHARACTERISTIC) Do you consider that Extremely Important, Very Important, Fairly Important, or Not Important At All? (REPEAT FOR EACH CHARACTERISTIC)

START AT "X" (SEE INSTRUCTIONS) Characteristics	Extremely Important	Very Important	Fairly Important	Not Important At All	Don't Know	
( ) Employer treats you well	1	2	3	4	5	(11)
( ) Teaches you a valuable trade or skill	1	2	3	4	5	(12)
( ) Gives you the job you want	1	2	3	4	5	(13)
( ) Gives you an opportunity for a good family life	1	2	3	4	5	(14)
( ) Retirement income	1	2	3	4	5	(15)
( ) Enjoy your job	1	2	3	4	5	(16)
( ) Developing your potential	1	2	3	4	5	(17)
( ) Job security, i.e., a steady job	1	2	3	4	5	(18)
( ) Good income	1	2	3	4	5	(19)
( ) Provides money for education	1	2	3	4	5	(20)
( ) Is a career you can be proud of	1	2	3	4	5	(21)
( ) Provides medical and dental benefits	1	2	3	4	5	(22)
( ) Trains you for leadership	1	2	3	4	5	(23)
( ) Provides men and women equal pay and opportunity	1	2	3	4	5	(24)
( ) Opportunity for advancement	1	2	3	4	5	(25)

10b. I am going to reread the list of job characteristics. As I read each characteristic, please tell me whether you feel it would be more likely to occur in military service or in a civilian job, or could it occur in either one? (READ FIRST CHARACTERISTIC. IF "MILITARY"/"CIVILIAN" ONLY, ASK:) Would you say that would be much more likely or somewhat more likely to occur in (the military service/a civilian job)?

START AT "X" (SEE INSTRUCTIONS) Characteristics	Military: Much More Likely	Military: Somewhat More Likely	Either Military or Civilian	Civilian: Much More Likely	Civilian: Somewhat More Likely	
( ) Employer treats you well	1	2	3	5	4	(26)
( ) Teaches you a valuable trade or skill	1	2	3	5	4	(27)
( ) Gives you the job you want	1	2	3	5	4	(28)
( ) Gives you an opportunity for a good family life	1	2	3	5	4	(29)
( ) Retirement income	1	2	3	5	4	(30)
( ) Enjoy your job	1	2	3	5	4	(31)
( ) Developing your potential	1	2	3	5	4	(32)
( ) Job security, i.e., a steady job	1	2	3	5	4	(33)
( ) Good income	1	2	3	5	4	(34)
( ) Provides money for education	1	2	3	5	4	(35)
( ) Is a career you can be proud of	1	2	3	5	4	(36)
( ) Provides medical and dental benefits	1	2	3	5	4	(37)
( ) Trains you for leadership	1	2	3	5	4	(38)
( ) Provides men and women equal pay and opportunity	1	2	3	5	4	(39)
( ) Opportunity for advancement	1	2	3	5	4	(40)

10c. I am going to read you a list of jobs. For each job I read, please tell me how interested you might be in doing that kind of work. The first job is...(READ FIRST JOB) Would you be "Extremely Interested", "Very Interested", "Slightly Interested", or "Not At All Interested" in working as a...(READ FIRST JOB)

START AT "X" (SEE INSTRUCTIONS) Jobs	Extremely Interested	Very Interested	Slightly Interested	Not At All Interested	
( ) Computer technician	1	2	3	4	(41)
( ) Secretary	1	2	3	4	(42)
( ) Air traffic controller	1	2	3	4	(43)
( ) Draftsman	1	2	3	4	(44)
( ) Security guard	1	2	3	4	(45)
( ) Medical technician	1	2	3	4	(46)

11a. I am now going to read a statement to you. After [illegible] whether you agree or disagree with it.

Requiring all 18 and 19 year old men to register for the draft is necessary to provide a strong defense for America.

Would you say that you agree or disagree with this statement?

Agree ..... 1 Disagree ..... 2 → [illegible]

11b. (IF "AGREE", ASK:) Do you strongly agree, generally agree, or agree just a little?

Strongly Agree 1
Generally Agree 2
Agree Just a Little 3
→ [illegible]

11c. (IF "DISAGREE", ASK:) Do you strongly disagree, generally disagree, or disagree just a little?

Strongly Disagree 6
Generally Disagree 5
Disagree Just a Little 4

12a. From time to time people have discussed mandatory registration for both young men and women in your age group. If a military draft were ever to become necessary, this registration list would be used to select people for military service. How would you feel if you personally were required to register under such a plan? That is, would you be...(READ ALTERNATIVES)

Strongly in favor of it 1
Somewhat in favor of it 2
Neither in favor nor against it 3
Somewhat against it 4
or, Strongly against it 5

12b. If you personally were required to register under such a plan, would you be more likely, or less likely to consider joining one of the active duty military services?

More likely ..... ☐ → Would you be ...
Less likely 4
Don't know 5

Much more likely 1
Somewhat more likely 2
or, Just a little more likely 3

(QU. 13 NOT USED)

14a. As far as you know, do the military services offer individuals a cash bonus for enlisting?

Yes ..... 1 No ..... 2 → (SKIP TO QU. 15a)

14b. How much is this bonus? Even if you aren't sure, please give me your best guess. (DO NOT READ)

Less than $500 1
$500 - $999 2
$1,000 - $1,499 3
$1,500 - $1,999 4
$2,000 - $2,499 5
$2,500 - $2,999 6
$3,000 or more 7
Don't know 8

15a. As far as you know, what is the starting MONTHLY pay for an ENLISTED MAN in the military, before taxes are deducted?

$ _____

15b. The starting monthly pay for an enlisted man is $501.00. Knowing this, would you be more likely, or not to consider joining one of the active duty military services?

More likely ..... ☐ → Would that be ...
Not more likely 4
Don't know 5

Much more likely 1
Somewhat more likely 2
or, Just a little more likely 3

16a. Do you think the military services offer financial support for schooling after you leave the service?

Yes ..... 1 No 2 (62)

16b. The military services do offer financial support for schooling after you leave the service. I'd like to find out what kinds of educational assistance you think the military offers. As I read a series of questions about what the military may or may not offer, please tell me "Yes" if you think it is true of the military and "No" if you think it isn't.

STAND FOR (See Instructions)	Yes	No	Don't Know	
a. Do you have to contribute from your military paycheck in order to receive educational benefits?	1	2	X	(63)
b. Is there a limit on the amount of tuition that the military will pay?	1	2	X	(64)
c. Do you receive a monthly living expense money while in school?	1	2	X	(65)
d. Do you receive more money to help with your education if you are married than if you are single?	1	2	X	(66)
e. Can educational assistance be used for attending trade or vocational school	1	2	X	(67)
f. Are your education benefits transferable to your spouse or children if you reenlist?	1	2	X	(68)
g. If you reenlist and choose not to go to school, can you receive your educational benefits in one cash payment?	1	2	X	(69)
h. Do all the services provide the same educational benefits?	1	2	X	(70)

CLASSIFICATION SECTION

Now I have a few questions to help us put our participants into proper groups. Remember that the information you give us is completely confidential.

17a. Are you married, single, separated or divorced?

Married ..... 1 → (SKIP TO QU. 18)
Single 2 (71)
Separated/Divorced/Widowed. 3

17b. Do you plan to marry in the next 12 months?

Yes ..... 1 No 2 (72)

18. What was the highest educational level your father completed? If you are not sure, please give me your best guess.

Did not complete high school 1
Finished high school or equivalent 2
Adult education program 3
Business or trade school 4
Some college 5
Finished college (four years) 6
Attended graduate or professional school 7
Obtained a graduate or professional degree .. 8 (73)

19. What (are/were) your average grades in high school? (READ LIST OF GRADES)

A's and B's 1
B's and C's 2
C's and D's 3
D's and below 4
(DO NOT READ) → Does not apply 5
Don't remember 6 (74)

20. What education program (are you/were you) in, in high school? (READ ALTERNATIVES)

College preparatory 1
Commercial or business training 2 (75)
Vocational 3

21. Which of the following mathematics courses, if any, did you take and pass in high school?

Elementary Algebra 1
Plane Geometry 2
Business math 3
Computer science 4
Intermediate Algebra 5
Trigonometry 6 (76)
Calculus 7
Physics 8
(DON'T READ) → None of these 9

22. Did you take and pass any science courses in high school which covered electricity or electronics?

Yes ..... 1 No 2 (77)

23. Just to be sure we are representing all groups in our survey, please tell me whether you describe yourself as...(READ LIST)

White 1
Black 2
Asian or Pacific Islander 3 (78)
American Indian or Alaskan Native 4
Hispanic (Mex. Am., Puerto Rican, Cuban, Other Latin Am.) ..... 5 79 [0 4] 80
(DON'T READ) → Refused 6

GO TO BACK OF YELLOW OPEN END ANSWER SHEET, PAGE 10, QU. 24 AND 25 TO RECORD RESPONDENT NAME, ADDRESS, TELEPHONE NUMBER AND SOCIAL SECURITY NUMBER.

26. Name of Respondent: _____

Address: _____

City/State: _____ Zip Code: _____

Telephone Number: _____/_____

27. Next, I would like to know your Social Security Number. Because of a recently enacted law, I must tell you that the authority to request this information is given in 10 USC 136. Providing this information is voluntary on your part and there are no consequences if you choose not to do so. This information is needed for our records.

What is your Social Security Number?

61 [ ][ ][ ] / [ ][ ] / [ ][ ][ ][ ] 69 None... 0 Refused... X

Your opinions have been very helpful and I appreciate the time you took to participate in this survey. Thank you.

TO MAKE THIS A VALID INTERVIEW, PLEASE RECORD THE TA, STATE AND COUNTY NUMBER FROM YOUR CALL RECORD FORM.

	(TA)	(STATE)	(COUNTY)		
70	[ ][ ]	[ ][ ]	[ ][ ][ ]	76	(77-78 open) 79 [0][1][6] 80

BE SURE TO RECORD "COMPLETED INTERVIEW" CODE 8 ON SCREENER UNDER RESULT OF FINAL ATTEMPT. ATTACH OPEN END ANSWER SHEET AND SCREENER TO BACK OF QUESTIONNAIRE.

Time Interview Ended: _____AM/PM

MARKET FACTS, INC. [illegible]

Respondent Name

Respondent Number 1 [illegible]

Market Facts Rep

Time Interview Began AM PM

(IF CONTINUING SURVEY FROM SCREENER, CIRCLE [illegible])

(REINTRODUCE YOURSELF AND REPEAT OF THE PURPOSE OF THE STUDY IF TALKING WITH A NEW RESPONDENT)

Hello, I'm [illegible] of Market Facts, Inc., a research firm. May I please speak with [illegible]

"RESPONDENT'S NAME"

We are conducting a survey to find out young [illegible] attitudes toward [illegible] and would like to have your opinion. Your household has been chosen by chance. Any information you give will be kept confidential by our firm to the extent that the law permits. [illegible] Outside these rules you may be called by my employer just to verify that I did speak with you. Do you have some time to be interviewed now on this survey? (IF NO, REQUEST SPECIFIC APPOINTMENT [illegible])

2. First of all, just to be sure I am interviewing the right person, what is your age please (Write in age)

Under 16	1	▶ TERMINATE	16		
16	2		2		
17	3		3		
18	4		2. 6 over	6	▶ TERMINATE

3a. Are you attending school now?

Yes 1 No 2 ▶ (SKIP TO Q. 3) (26)

3b What is your current year in school? (IF NECESSARY, ASK: What type of school is it?)

10th Grade (High School)	1	1st year of 4-year college (freshman)	6	
11th Grade (High School)	2	2nd year of 4-year college (sophomore)	7	▶ (SKIP TO Q. 3e)
12th Grade (High School)	3	1st year of Junior Community College	8	
First year of special training in vocational or trade school	4	2nd year of Junior/Community College	9	
Second year of special training vocational or trade school	5	3rd year of college	1	▶ TERMINATE
		4th year of college or more	2	

(SKIP TO Q. 3e)

3c. Are you a high school graduate?

Yes 1 ▶ (SKIP TO Q. 3e) No 2 (28)

3d. How many years of schooling have you completed?

Less than 1 year of High School	1	2 years of High School	3	(SKIP TO Q. 3f) (29)
1 year of High School	2	3 years of High School	4	

3e. Did you graduate from a high school you attended or did you complete high school some other way, such as going to night school?

Attended high school 1 (30)

Night school or other way 2

3f. Are you currently employed?

Yes 1 No 2 (31)

3g. Are you working full time or part time?

Full time 1 (32)

Part time 2

3h. Are you currently looking for a job, or not?

Yes 1 No 2 (33)

3i. Now let's talk about your plans for the next few years. What do you think you might be doing? (DO NOT READ LIST. PROBE WITH "ANYTHING ELSE", ETC., UNTIL UNPRODUCTIVE. CIRCLE AS MANY AS APPLY.)

Going to school	1	▶ (SKIP TO Q. 3L, PAGE 2) (34)
Working	2	
Doing nothing	4	
Other	5	
Joining the service	3	

3j (IF RESPONSE ABOVE IS "JOIN THE SERVICE", ASK:) You mentioned that you might be joining the service, which branch would that be? (CIRCLE ONLY ONE ANSWER UNDER Q. 3j BELOW.)

3k Which type of service would that be: Active Duty, Reserves, or National Guard? (CIRCLE ONLY ONE ANSWER UNDER Q. 3k BELOW.)

Q. 3j Branch of Service (35)		Q. 3k Type of Service: Active Duty	Reserves	National Guard	Don't know type	
Air Force	1	▶ 1	2	3	4	(36)
Army	2	▶ 1	2	3	4	(37)
Coast Guard	3	▶ 1	2	3	4	(38)
Marine Corps	4	▶ 1	2	3	4	(39)
Navy	5	▶ 1	2	3	4	(40)
Don't Know Branch	6	▶ 1	2	3	4	(41)

3l. How easy or difficult would it be for someone of your [illegible] to join the Armed Forces? Would you say it is almost impossible, very difficult, somewhat difficult, or not difficult at all? (RECORD ONE ANSWER BELOW.)

3m. How about getting a part-time job [illegible] would it be very difficult, somewhat difficult, or not difficult at all? (RECORD ONE ANSWER BELOW.)

	3l. Full-Time		3m. Part-Time	
Almost impossible	1	42	1	43
Very difficult	2		2	
Somewhat difficult	3		3	
Not difficult at all	4		4	
(DON'T READ) → Don't know	5		5	

4a. When I mention "Armed Services" or "military", which branch of Service do you think of first? (DO NOT READ ALTERNATIVE ANSWERS. RECORD ONE ANSWER BELOW UNDER QU. 4a.)

4b. What is the next branch you think of? (DO NOT READ ALTERNATIVE ANSWERS. RECORD ONE ANSWER BELOW UNDER QU. 4b.)

4c. Are there any others that come to mind? (DO NOT READ ALTERNATIVE ANSWERS. RECORD ALL OTHER MENTIONS BELOW UNDER QU. 4c.)

	Qu. 4a First Mention		Qu. 4b Second Mention		Qu. 4c All Other Mentions	
Air Force	1	44	1	45	1	46
Army	2		2		2	
Coast Guard	3		3		3	
Marine Corps	4		4		4	
Navy	5		5		5	
None	6 → Skip to Qu. 5a		6 → Skip to Qu. 5a		6	

5a. Now, I'm going to read you a list of several things which young men your age might do in the next few years. For each one I read, please tell me how likely it is that you'll do the same. That is, for instance, how likely is it that you would be ... (READ STATEMENT) ... would you say "Definitely", "Probably", "Probably Not", or "Definitely Not"?

START AT "K" (SEE INSTRUCTIONS)	Definitely	Probably	Probably Not	Definitely Not	Don't Know/ Not Sure	
Working as a laborer on construction jobs	1	2	3	4	5	(47)
Working at a desk in a business office	1	2	3	4	5	(48)
Serving in the military	1	2	3	4	5	(49)
Working as a salesman	1	2	3	4	5	(50)
( ) Serving in the National Guard	1	2	3	4	5	(51)
	Is that the: Air Nat. Guard 1; or, Army Nat. Guard 2					(52)
	(DON'T READ) → Don't know 3					
( ) Serving in the Reserves	1	2	3	4	5	(53)
	Is that the: Air Force Reserve 1; Army Reserve 2; Coast Guard Reserve 3; Marine Corps Reserve 4; or, Navy Reserve 5					(54)
	(DON'T READ) → Don't know 6					
( ) Serving in the Coast Guard (Active Duty)	1	2	3	4	5	(55)
( ) Serving in the Army (Active Duty)	1	2	3	4	5	(56)
( ) Serving in the Air Force (Active Duty)	1	2	3	4	5	(57)
( ) Serving in the Marine Corps (Active Duty)	1	2	3	4	5	(58)
( ) Serving in the Navy (Active Duty)	1	2	3	4	5	(59)

LOOK AT THE TWO BOXES ABOVE. IF A CODE "5" OR A CODE "4" HAS BEEN CIRCLED FOR EACH OF THE FOUR SERVICES, SKIP TO QU. 5e. IF A CODE "5" OR SOME OTHER NATION-WIDE CODE HAS BEEN CIRCLED FOR EACH OF THE FOUR SERVICES, SKIP TO THE END AND ANSWER SHEET.

[illegible] would you be

(60)

[illegible] 4

[illegible] U.S. Military?

(61)

[illegible] 1
[illegible] 2
[illegible] 3
[illegible] 4
[illegible] 5

[illegible] you expect you would enter the service as an enlisted man or as an officer?

(62)

[illegible]

[illegible] ANSWER SHEET [illegible]

[illegible] you said that you [illegible] would you be

(63)

[illegible] 1
[illegible] 2
[illegible] 3
[illegible] 4

[illegible] why would you not be [illegible] in one of the active duty military services? (DO NOT READ RESPONSES)

(64-65)

[illegible] specified 1-
[illegible] 2-
[illegible] 3-
[illegible] 4-
[illegible] 5-
[illegible] 6-
[illegible] 7-
[illegible] 8-
[illegible] 9-
[illegible] -1
[illegible] -2
[illegible] -9
[illegible] -8

(66-78 open)

79 [0][2] 80

[illegible] ANSWER SHEET

[illegible]	1	[illegible]	[illegible]
[illegible]	1	[illegible]	[illegible]
[illegible]	1	2	[illegible]
[illegible]	1	2	[illegible]

	Yes	No	
[illegible]	1	[illegible]	[illegible]
[illegible]			[illegible] open
[illegible]	1	[illegible]	[illegible]
[illegible]	1	[illegible]	[illegible]
[illegible]	[illegible]	2	[illegible]
[illegible]	1	2	[illegible]
[illegible]	1	2	[illegible]
[illegible]	1	2	[illegible]
[illegible]	1	2	[illegible]
[illegible]	1	2	[illegible]
[illegible]	1	2	[illegible]

I have several more questions about military recruiters. (IF "NO" TO Q. 9A, ASK Q. 9B. 9A - OTHERWISE, SKIP TO Q. 9B.)

9A. Have you ever had any contact with any military recruiter?

Yes ..... 1 No ..... 2 → (SKIP TO PAGE 6, Q. 10A)

9B. You say you have had no contact with a military recruiter. What branch or branches of the service do they represent? (READ BELOW. PROBE: Any other military recruiter? (PROBE UNTIL UNPROMPTED.)

	Air Force	Army	Marine Corps	Navy
Recruiters represented	1	2	3	4
9c. (IF "AIR FORCE", "ARMY", OR "MARINE CORPS", ASK:) Did the (NAME SERVICE) recruiter represent the (RF - ALTERNATIVE ANSWERS - EXCEPT FOR "DON'T KNOW")?	(51)	(56)	(61)	
	Air National Guard ... 2	Army National Guard 2	Marine Reserve .. 2	
	Air Force Reserve.. 3	Army Reserve .. 3		
	GO TO NEXT BRANCH, OR IF NO OTHER BRANCH, GO ON TO PAGE 6, Q. 10a.			
	Active Air Force ... 1	Active Army..1	Active Marines... 1	
	Don't know. 4	Don't know...4	Don't know.. 4	
9d. Did the (NAME SERVICE) recruiter contact you first, or did you contact him?	(52)	(57)	(62)	(66)
Recruiter contacted first ...	1	1	1	1
Respondent contacted first ..	2	2	2	2
9e. How adequate was the information you got from the (NAME SERVICE) recruiter? Did he give you...	(53)	(58)	(63)	(67)
All the information you wanted	1	1	1	1
Most of it	2	2	2	2
or, Very little	3	3	3	3
9f. Was your attitude toward joining (NAME OF SERVICE) more or less favorable than before you talked to the recruiter, or didn't it change?	(54)	(59)	(64)	(68)
More favorable	1	1	1	1
Less favorable	3	3	3	3
Didn't change	2	2	2	2
	GO TO NEXT BRANCH, OR IF NO OTHER BRANCH, GO ON TO PAGE 6, Q. 10a			
9g. Was that...(READ ALTERNATIVES)	(55)	(60)	(65)	(69)
Much more favorable	1	1	1	1
Slightly more favorable ...	2	2	2	2
Slightly less favorable ...	3	3	3	3
Much less favorable	4	4	4	4
	GO UP TO NEXT BRANCH, OR IF NO OTHER BRANCH, GO ON TO PAGE 6, Q. 10a.			

10a. I'd like to read several job characteristics. After I read each characteristic, please tell me how important you feel it would be in choosing a job. (READ FIRST CHARACTERISTIC.) Do you consider that Extremely Important, Very Important, Fairly Important, or Not Important At All? (REPEAT FOR EACH CHARACTERISTIC)

START AT "X" (SEE INSTRUCTIONS) ↓ Characteristics	Extremely Important	Very Important	Fairly Important	Not Important At All	Don't Know	
( ) Employer treats you well	1	2	3	4	5	(11)
( ) Teaches you a valuable trade or skill	1	2	3	4	5	(12)
( ) Gives you the job you want	1	2	3	4	5	(13)
( ) Gives you an opportunity for a good family life	1	2	3	4	5	(14)
( ) Retirement income	1	2	3	4	5	(15)
( ) Enjoy your job	1	2	3	4	5	(16)
( ) Developing your potential	1	2	3	4	5	(17)
( ) Job security, i.e., a steady job	1	2	3	4	5	(18)
( ) Good income	1	2	3	4	5	(19)
( ) Provides money for education	1	2	3	4	5	(20)
( ) Is a career you can be proud of	1	2	3	4	5	(21)
( ) Provides medical and dental benefits	1	2	3	4	5	(22)
( ) Trains you for leadership	1	2	3	4	5	(23)
( ) Provides men and women equal pay and opportunity	1	2	3	4	5	(24)
( ) Opportunity for advancement	1	2	3	4	5	(25)

10b. I am going to reread the list of job characteristics. As I read each characteristic, please tell me whether you feel it would be more likely to occur in military service or in a civilian job, or could it occur in either one? (READ FIRST CHARACTERISTIC. IF "MILITARY"/"CIVILIAN" ONLY, ASK:) Would you say that would be much more likely or somewhat more likely to occur in (the military service/a civilian job)?

START AT "X" (SEE INSTRUCTIONS) ↓ Characteristics	Military: Much More Likely	Military: Somewhat More Likely	Either Military or Civilian	Civilian: Much More Likely	Civilian: Somewhat More Likely	
( ) Employer treats you well	1	2	3	5	4	(26)
( ) Teaches you a valuable trade or skill	1	2	3	5	4	(27)
( ) Gives you the job you want	1	2	3	5	4	(28)
( ) Gives you an opportunity for a good family life	1	2	3	5	4	(29)
( ) Retirement income	1	2	3	5	4	(30)
( ) Enjoy your job	1	2	3	5	4	(31)
( ) Developing your potential	1	2	3	5	4	(32)
( ) Job security, ie., a steady job	1	2	3	5	4	(33)
( ) Good income	1	2	3	5	4	(34)
( ) Provides money for education	1	2	3	5	4	(35)
( ) Is a career you can be proud of	1	2	3	5	4	(36)
( ) Provides medical and dental benefits	1	2	3	5	4	(37)
( ) Trains you for leadership	1	2	3	5	4	(38)
( ) Provides men and women equal pay and opportunity	1	2	3	5	4	(39)
( ) Opportunity for advancement	1	2	3	5	4	(40)

11a. I am now going to read a statement to you. After I've read it, please tell me whether you agree or disagree with it?

Requiring all 18 and 19 year old men to register for the draft is necessary to provide a strong defense for America. (41-46 open)

Would you say that you agree or disagree with this statement?

Agree ..... 1 Disagree ..... 2 ⟶ (SKIP TO QU. 11c) (47)

11b. (IF "AGREE", ASK:) Do you strongly agree, generally agree, or agree just a little?

Strongly Agree 1
Generally Agree ..... 2 ⟶ (SKIP TO QU. 11d) (48)
Agree Just a little 3

11c. (IF "DISAGREE", ASK:) Do you strongly disagree, generally disagree, or disagree just a little?

Strongly Disagree 6
Generally Disagree 5
Disagree Just a Little 4

11d. All 18 and 19 year old males are now required to register for the draft. If a mandatory draft were ever to become necessary, this registration list would be used to select people for military service. How do you personally feel about the draft registration requirement? Are you . .

Strongly in favor of it 1
Somewhat in favor of it 2
Neither in favor nor against it 3 (49)
Somewhat against it 4
or, Strongly against it 5

11e. Compared to how you would feel if there were no draft registration, does the current registration requirement make you more or less likely to consider joining one of the active duty military services?

More likely ..... [ ] ⟶ Would you be ...
Less likely ..... 4 — Much more likely 1
Don't know ..... 5 — Somewhat more likely 2 (50)
or, Just a little more likely.. 3

12a. Did you have to register for the draft? (51 open)

Yes ..... 1 No ..... 2 ⟶ (SKIP TO QU. 13) (52)

12b. When you registered, did you check the box on the form to request information about military enlistment programs?

Yes ..... 1 No 2 (53)

13. If people registering for the draft were also required to take a mental and physical examination, our readiness to respond to a national emergency would be increased. What do you think about being required to take a mental and physical exam in addition to registering for the draft. Are you ...

Strongly in favor of it 1
Somewhat in favor of it 2
Neither in favor nor against it 3 (54)
Somewhat against it 4
or, Strongly against it 5

14a. As far as you know, do the military services offer individuals a cash bonus for enlisting?

Yes ..... 1 No ..... 2 ⟶ (SKIP TO QU. 15a) (55)

14b. How much is this bonus? Even if you aren't sure, please give me your best guess. (DO NOT READ)

Less than $500	1	$2,000 - $2,499	5
$500 - $999	2	$2,500 - $2,999	6 (56)
$1,000 - $1,499	3	$3,000 or more	7
$1,500 - $1,999	4	Don't know	8

15a. As far as you know, what is the starting MONTHLY pay for an ENLISTED MAN in the military -- before taxes are deducted?

$ _____ (57-60)

15b. The starting monthly pay for an enlisted man is $501.00. Knowing this, would you be more likely, or not to consider joining one of the active duty military services?

More likely ..... [ ] ⟶ Would that be ...
Not more likely ..... 4 — Much more likely 1
Don't know ..... 5 — Somewhat more likely 2 (61)
or, Just a little more likely .. 3

16a. Do you think the military services offer financial support for schooling after you leave the service?

Yes ..... 1 No 2 (65)

16b. The military services do offer financial support for schooling after you leave the service. I'd like to find out what kinds of educational assistance you think the military offers. As I read a series of questions about what the military may or may not offer please tell me "Yes" if you think it is true of the military and "No" if you think it is not.

START AT "A" (See Instructions)	Yes	No	Don't Know	
( ) Do you have to contribute from your military paycheck in order to receive educational benefits?	1	2	X	(63)
( ) Is there a limit on the amount of tuition that the military will pay?	1	2	X	(64)
( ) Can you receive monthly living expense money while in school?	1	2	X	(65)
( ) Do you receive more money to help with your education if you are married than if you are single?	1	2	X	(66)
( ) Can educational assistance be used for attending trade or vocational school	1	2	X	(67)
( ) Are your education benefits transferable to your spouse or children if you re-enlist?	1	2	X	(68)
( ) If you re-enlist and choose not to go to school, can you receive your educational benefits in one cash payment?	1	2	X	(69)
( ) Do all the services provide the same educational benefits?	1	2	X	(70)

CLASSIFICATION SECTION

Now, I have a few questions to help us put our participants into proper groups. Remember that the information you give us is completely confidential.

17a. Are you married, single, separated or divorced?

Married ..... 1 ➔ (SKIP TO QU. 18)
Single 2 (71)
Separated/Divorced/Widowed.. 3

17b. Do you plan to marry in the next 12 months?

Yes ..... 1 No 2 (72)

18. What was the highest educational level your father completed? If you are not sure, please give me your best guess.

Did not complete high school 1
Finished high school or equivalent 2
Adult education program 3
Business or trade school 4
Some college 5
Finished college (four years) 6
Attended graduate or professional school ... 7
Obtained a graduate or professional degree .. 8 (73)

19. What (are/were) your average grades in high school? (READ LIST OF GRADES)

A's and B's 1
B's and C's 2
C's and D's 3
D's and below 4
(DO NOT READ) ➔ Does not apply 5
Don't remember 6 (74)

20. What education program (are you/were you) in, in high school? (READ ALTERNATIVES)

College preparatory 1
Commercial or business training 2 (75)
Vocational 3

21. Which of the following mathematics courses, if any, did you take and pass in high school?

Elementary Algebra..... 1
Plane Geometry..... 2
Business math 3
Computer science 4
Intermediate Algebra 5
Trigonometry 6 (76)
Calculus 7
Physics 8
(DON'T READ) ➔ None of these 9

22. Did you take and pass any science courses in high school which covered electricity or electronics?

Yes ..... 1 No 2 (77)

23. Just to be sure we are representing all groups in our survey, please tell me whether you describe yourself as...(READ LIST)

White 1
Black 2
Asian or Pacific Islander 3 (78)
American Indian or Alaskan Native 4
Hispanic (Mex. Am., Puerto Rican, Cuban, other Latin Am.) ..... 5 79 [0|4] 80
(DON'T READ) ➔ Refused 6

GO TO BACK OF YELLOW OPEN END ANSWER SHEET, PAGE 10, QU. 24 AND 25 TO RECORD RESPONDENT NAME, ADDRESS, TELEPHONE NUMBER AND SOCIAL SECURITY NUMBER.

26. Name of Respondent: _____

Address: _____

City/State: _____ Zip Code: _____

Telephone Number: _____/_____

27. Next, I would like to know your Social Security Number. Because of a recently enacted law, I must tell you that the authority to request this information is given in 10 USC 136. Providing this information is voluntary on your part and there are no consequences if you choose not to do so. This information is needed for our records.

What is your Social Security Number?

61 [ ] [ ] [ ] / [ ] [ ] / [ ] [ ] [ ] [ ] 69 None... 0 Refused... X

Your opinions have been very helpful and I appreciate the time you took to participate in this survey. Thank you.

TO MAKE THIS A VALID INTERVIEW, PLEASE RECORD THE TA, STATE AND COUNTY NUMBER FROM YOUR CALL RECORD FORM.

	(TA)	(STATE)	(COUNTY)	
70	[ ][ ]	[ ][ ]	[ ][ ][ ]	76

(77-78 open)
79[0][0]80

BE SURE TO RECORD "COMPLETED INTERVIEW" CODE 8 ON SCREENER UNDER RESULT OF FINAL ATTEMPT. ATTACH OPEN END ANSWER SHEET AND SCREENER TO BACK OF QUESTIONNAIRE.

Time Interview Ended: __ AM/PM

Respondent Number 1 [ ][ ][ ][ ] 4 5 [ ][ ] [ ][ ] [8][0] 10
Month Day Year

OMB #22-R-0339
Job No. 6405
Page 9

Card 6

MILITARY SERVICE STUDY
OPEN END ANSWER SHEET
CRT

6a. Will you please tell me everything you remember about advertising for the Active Army that you have seen or heard recently. (PROBE) What did the advertising say? What did it show?

11 _____

_____

12 _____

Have not seen advertising..... 0

Have seen advertising, can't remember content..... X (13-48 open)

6b. Have you seen or heard recruiting advertising for any of the other active duty military services recently?

Yes..... 1 No..... 2 ➡(SKIP TO QU. 7) (49)

6c. For which other active duty military services do you recall seeing or hearing advertising? (DO NOT READ RESPONSES. CIRCLE ALL THAT APPLY UNDER QU. 6c. BELOW)

6d. (FOR EACH SERVICE NOT MENTIONED IN QU. 6c. ASK QU. 6d.) Do you recall seeing or hearing any advertising recently for the (READ SERVICE(S) NOT MENTIONED IN QU. 6c. CIRCLE ALL THAT APPLY UNDER QU. 6d BELOW)

SERVICES	Qu. 6c. Any Other Services (50)	Qu. 6d. All Other Services (51)
Air Force.....	1	1
Army.....	2	2
Marine Corps.....	3	3
Navy	4	4

7. I am going to mention some slogans used by branches of the Armed Services in their advertising. After I read each slogan, please tell me which service uses it. The first slogan is (READ FIRST SLOGAN). Is this slogan used by the Army, Air Force, Navy, Marine Corps or all four active duty services together in the same ad or commercial? (REPEAT FOR EACH SLOGAN. DO NOT REPEAT BRANCHES. THE WORD "BLANK" MUST BE READ.)

START AT "X"
(SEE INSTRUCTIONS)

Slogans	Army	Air Force	Navy	Marine Corps	All Four Services Together In Same Ad Or Commercial	
( ) "BLANK". It's not just a job. It's an adventure.".....	1	2	3	4	5	(52)
( ) "BLANK. A great way of life.".....	1	2		4	5	(53)
( ) "The few. The proud. The BLANK."...	1	2	3	4	5	(54)
( ) "Join the people who've joined the BLANK.".....	1	2	3	4	5	(55)
( ) "Maybe you can be one of us.".....	1	2	3	4	5	(56)
( ) "A chance to serve, a chance to learn.".....	1	2	3	4	5	
( ) "This is the BLANK.".....	1	2	3	4	5	
( ) "It's a great place to start.".....	1	2	3	4		

HIT "SEND" KEY ON CRT

FILMED